

105

# *The* **REPORTER** *of Direct Mail Advertising*

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**JUNE 1948**



Photo by Frank Alexander

## **Mail Celebrates Its 30th Anniversary**

On May 15th Postmaster Jesse M. Donaldson (left) and Major General Lawrence Kuter (right) of the Air Force welcomed Pilot Captain Vermont Garrison . . . who had just flown the route from New York to Washington in exactly 27 minutes.



## THE ZOOM OF THE LOOM

"Sales in 1948 should reach an all-time high." This is the prediction of America's carpet industry, which, despite a scarcity and costliness of raw materials, rolled up record sales and profits during 1947.

Paper has had a hand in carpeting the nation, as it has in the growth of all other expanding industries. Its use as a backing for rugs seems permanently assured, and its use in the advertising and merchandising of famous brands has helped in the zoom of the loom.

Mead Papers of the Mead, Dill & Collins, and

Wheelwright lines—like the rugs and carpets that they help to sell—continue in steady demand . . . and increased production by "Paper Makers to America," itself an expanding industry, is gradually providing adequate supplies of "the best buy in paper today."

---

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.



MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

# Freshest darn kid I ever saw ...

BEEN fired from four prep schools. Mother's a widow, owns a chunk of stock in the company. She asked the old man to give Chester a job. The old man give him to Buzz, the office manager. Buzz makes him the office boy. Worst we ever had. Even made those College Joes look good!

First night he left half the letters on the mail desk. And explained next day that he had an early date! Another time Buzz found him putting airmails and specials on everything. The only kind of stamps we had, said Chester. Buzz told him whenever he was out of postage to draw from petty cash and buy some.

Next night Buzz found Chester slapping five cent stamps on everything. Found Chester bought about a thousand five cent stamps because he liked their color better! Buzz read the riot act, told him to always use three cent stamps.

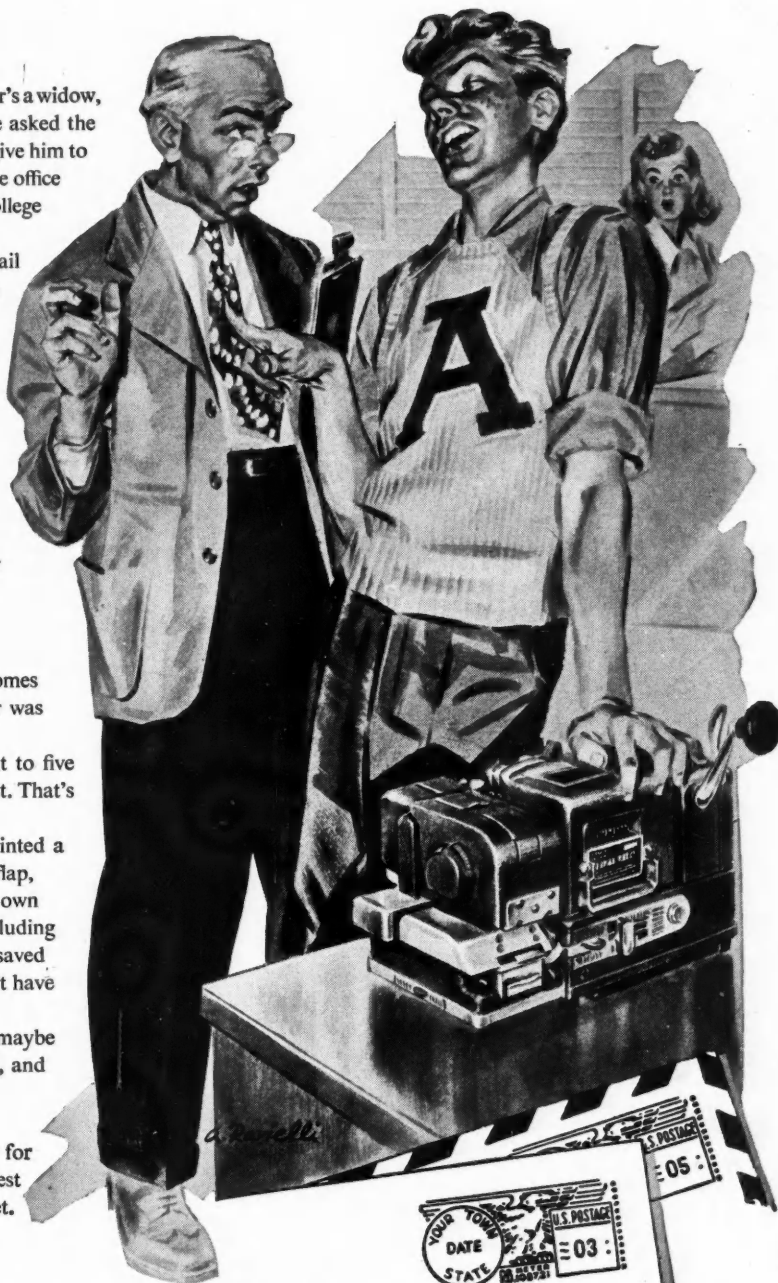
A FEW DAYS later, a flock of our mail comes back—insufficient postage. Because Chester was using nothing but three cent stamps!

By this time the office was betting eight to five Buzz would end up in a booby hatch, but fast. That's when Buzz got the postage meter.

Buzz showed Chester how the meter printed a stamp and postmark, sealed the envelope flap, supplied any value stamp you need, did its own bookkeeping, handled any kind of mail including parcel post. Told him how metered mail saved time in the postoffice, on account of it didn't have to wait for postmarking and cancelling.

The kid seemed quite surprised. Said maybe the joint wasn't long underwared after all, and he might decide to stay! That Chester!

THERE'S a Pitney-Bowes postage meter for every business, large or small. Call the nearest PB office, or write for an illustrated booklet.



## PITNEY-BOWES *Postage Meter*



PITNEY-BOWES, Inc., 2025 Pacific St., Stamford, Conn. Originators of Metered Mail.  
Largest makers of mailing machines. Branches in 85 cities in the United States and Canada.



## The MASON MAILMASTER..



No Wrapping—No Tying,  
65 sizes—1,000,000 boxes in  
stock for immediate delivery.  
—Send for Catalogue.

THE  
**Mason**  
BOX COMPANY

Main Office New York Office  
Attleboro Falls, Mass. 175 Fifth Ave.

Factories: Attleboro Falls and Taunton, Mass.

MANUFACTURERS OF A COMPLETE LINE  
OF SET-UP BOXES



"Dear Sir: Seldom are we able to offer  
such an amazing value in full-length, red-  
flannel underwear."

### Are you reaching the right people, FOR YOU?

For your next mail promotion, consider  
trying a carefully chosen list of the  
RIGHT people for you . . . not just  
names, but folks known to be buyers of  
products or services similar to yours.  
We can locate such a list for you . . .  
among over 2,000 privately owned lists  
registered with us and being added to  
all the time. They're available on a  
low-rate rental basis. Tell us what you're  
selling and we'll make suggestions with-  
out obligation.

**D-R SPECIAL LIST BUREAU**  
(DIVISION OF DICKIE-RAYMOND, INC.)  
80 Broad Street Boston 10, Mass.

# The REPORTER of Direct Mail Advertising

THE LARGEST FORM OF ADVERTISING

17 East 42nd Street  
New York 17, N. Y.  
Vanderbilt 6-0383

VOL. 11 No. 2

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# SHORT NOTES

## DEPARTMENT

► **PRESTON CUMMINGS**, who promotes maple syrup by mail for John Shelby of Barre, Vermont, sends us sample of a recent mailing piece supposedly impregnated with the odor of maple. The trouble is . . . the odor isn't strong enough. The printer ran the impregnated ink on the order blank, which was printed on bond paper. Experiments have proved that perfumed inks will not last on soft bond paper. You must use a good coated stock. Preston should try the experiment again, using the impregnated ink on his good looking folder instead of the order blank.

► **MORE ABOUT PRESS RELEASES:** (See May issue.) Latest and longest sentence in a press release this month . . . from Copy Right Manufacturing Co., 53 Park Place, New York 7, N. Y. . . . is 66 words long. Editors are only human. So why not make releases interesting and easy to read. We still believe that short, conversational sentences are far superior.

► **ALCONQUIN 5-2552** is the new phone number of Sloves Mechanical Binding Co., Inc., 121 Varick Street, New York 13, N. Y. The announcement of it was unusual. The printed card, sent out to customers, had a half-inch die-cut slot at bottom to hold 6 slips of gummed paper with new phone number on each. Suggested at side . . . "You can paste these in your phone book". Convenience should please Sloves' customers.

► **SPEAKING OF MATCHES** . . . one of your reporters stepped into a spanking brand new Kaiser taxi the other day. He asked driver Fred Nissel for a match and was handed a book of twenty imprinted "Courtesy of Driver Fred". Does it help business? Yes, sir. Brings more targeted appreciation for services rendered.

► **JULES LIPPIT ADVERTISING, INC.**, 130 West 42nd Street, New York 18, N. Y. has a good idea for a house magazine. May issue of *Direct Advertising Reader's Guide* is Vol. 1, No. 1. In a four page, 6 1/4"x9" folder they list all the important articles on Direct Mail

which have appeared in all of the advertising publications during the past month, classified under various headings, such as, Copy, Production, Research and Statistics, General Interest and News and Notes.

► **VACATION MAPS** are always popular . . . and Brading's Capital Brewery Limited of Ottawa has taken advantage of the situation. Three lithographed, four-color maps of (1) The Ottawa Valley, (2) Montreal and the Laurentians and (3) The Lower St. Lawrence . . . reached our desk in an attractive blue and white folder. Artist-cartographer Stanley Turner created the illustrations. Drawn on the maps are the chief industries, fish and game, golf courses, ferries, international bridges, rivers and highways, etc. The maps are distributed to hotels, travel bureaus and the like. Also enclosed . . . a card on which requests for additional copies can be made.

► **THE REPORTER STAFF** is always interested in books that help better usage of words. A new one out . . . "The Substitute For 'Very'" looks like a good one. Gives you words that express different shades of meaning which can be used in place of "very". For instance . . . if a substitute for the phrase "very risky" is desired, refer to "risky" in the book and there are 24 substitutes. Published by Rodale Press, Emmaus, Pennsylvania. Cloth bound . . . \$2.50.

► **"TYPE SPEAKS"**, a 16 mm. sound film produced in color by American Type Founders, 200 Elmora Avenue, Elizabeth B, N. J., had its premier on April 20th at the Hotel Winfield Scott in Elizabeth. The movie is m.c'd by Ben Grauer, well-known radio and television personality. After a brief introduction in which the history of printing is reviewed, the audience is taken on a trip through ATF's type foundry where, step by step, their manufacturing methods are explained. Closes with the uses and importance of type today. "Type Speaks" is being released at the present time only to graphic arts groups . . . but soon will be available to advertising and sales management groups . . . as well as to educational organizations. Applications for local showings should be addressed to the general sales department at the above address.

## ATTENTION

is what you **GET**  
with These **NEW PLASTIC**  
"ATTENTION  
GETTERS"

More than 30 Stock Items



Mail Box, Telephone, Rule, Square, Gavel, Arrow, Cane, Fire Plug, Birthday Cake, Trophy Cup, Scissors, Bowling Pin, Musical Note, Telescope, Cigar, Pipe, Lamp, Apple, Hot Water Bottle, Baseball Bat, Anchor and Pick.

Light in Weight

No Increase in Postage Cost

**Colorful 3-Dimensional RELIEF Gadgets**

Easily applied to letters, folders, brochures, etc., by simply brushing on a liquid solvent, such as any cleaning fluid.

**Really NEW**

**Truly Sensational**  
Available in any of the standard colors; also in silver and bronze color.

**20 to 30% More Reader INTEREST and RESPONSE**

"Attention Getters" catch the eye un-failingly. And they are

**Inexpensive**

Due to our **SPEEDMOLD** process of making molds, we can also make anything to your design, including **MINIATURES** of manufactured products, at a very nominal cost. These miniatures are especially attractive on Xmas Gift Certificates.

**Write for Sample and Prices**

**HEWIG COMPANY**

45 West 45th St., New York 19, N. Y.

# Some Horrible Examples I Have Met

by  
**Howard Dana Shaw**

*Let's Cry Over Some  
Pretty Terrific  
Specimens to  
See How  
Not to  
do it*

●

This is first degree murder. It's premeditated. It's a deliberate attempt to find fault and tear things down. I'm going to assassinate some letters and letter writers—on purpose.

I don't apologize, because crying over spilt milk is one of the best things a letterologist can do. And besides, the editor says readers have asked for examples of how NOT to do it.

Maybe it isn't nice, but when you have been looking at letters for so many years you find yourself unconsciously collecting these horrible examples, not to gloat over and make yourself feel superior by contrast, but to study and take apart and try to figure out what's so horrible about them.

So if you have a few minutes, come on into my laboratory and sit down. Let's relax and look at some of these awful specimens that were so bad they rated being filed under "Horrible." Let's not be malicious and spiteful about it; but let's see if we can understand what happened, so we can avoid the same horrendous results in our own letters.

Of course you will have your own ideas of what's horrible; and in that connection, if you are seriously interested in learning how to write friend-making or business-getting letters, you should keep a file of letters that strike you as being especially objectionable in some way. Carry them back and forth on the train, and "knit and noodle" over them, as the advertising man says, to see just what it is that's so bad . . . and what you can do about it. But for the moment, let's look at mine.

Let's thumb through them, for instance, to see who are the worst letter writers. Using this kit of case letters to go by, it looks as though the prize winning composers of dreadful dispatches are government workers, presidents of companies in general, bankers, ministers and salesmen.

As for the kinds of letters that most often turn up under the horrible heading, aside from routine correspondence, there seem to be three special types that ring the bell for being terrible: (1) tax and governmental letters, (2) official messages of big companies, such as annual reports,

for example, and (3) yes, believe it or not, direct mail promotion.

But let's quit the profound analysis and take a squint at some samples. Here's a missive from Harrisburg (capitol of the Commonwealth of Pennsylvania) for example. I don't know how it is with you; but when I got this epistle I read it three times and I still didn't have the slightest idea of what the writer was trying to say. He is Executive Director of an important department of the state government. A typical sentence near the beginning of the letter is this:

Any employer who has been determined by the department to be subject to the reporting provisions of this act and has been so notified, and who neglects or refuses to, file either the periodic report required by the department to establish the amount of such contributions or the periodic report required by the department showing the amount of wages paid to each employee, or both, on or before the date such reports are required to be filed, shall pay a penalty of five dollars (\$5.00).

Quick! Tell me, what is he saying? Perhaps it will be clarified when he follows with: "Such penalty shall apply to the reports for each period with respect to which such reports are required to be filed: provided, that such penalty shall not apply to reports for any period with respect to which the last day for filing such reports is prior to a date on which the department has notified the employer that he has been determined an employer subject to the reporting provisions . . ." —oh, my aching eyes and whirling brain! I'm tired of reading, and I'm only half way through the sentence!

I telephoned a guy I know connected with the department to ask him what I was supposed to do. The letter was a laughing stock to him—in the same department. What was the trouble? Just no effort at all on the writer's part to make the letter intelligible, to have it mean anything to the reader. Totally selfish, like lots of letters. No communication.

There are several major sins of letter writing that land messages in the Exhibit "H" (for horrible) category, and probably the first one is *Not Understandable*.

Let's pursue that idea a step further. Here is a tender note written to wives of salesmen by a district manager who was in charge of a contest. It starts off with poetry, then goes on with:

As a professional salesman, you will find that the art of selling is woven, inseparably, into the warp and woof of every 24 hours of his day. He, therefore, needs that something to inspire him to an effort few men care to make to achieve success. A man's wife can make or break his career.

He sells intangibles. His equipment; his stock in trade consists of your faith in him. Your encouragement and cooperation emanating from you translates and articulates in his mind ideas for his clients to make the intangible to tangible facts. Like an artist, he must have inspiration. We term this as "Love Assurance." You are the one who can supply him with this momentum to be the winner in this Campaign.

How would you diagnose that appalling epistle? Don't say he's cracked, because he is a very large producer of business. Maybe he's next door to the place with the high fence around it, but he is not in yet. He talks all right; but when he writes he's just out of gear. He is having an orgy in his mental attic instead of reaching out and directing himself to somebody else. He ought to use that old stunt of hanging an empty picture frame over his desk so he can imagine a picture of the fellow he is writing to.

And I have several letters here that impress you as being absolutely batty. Completely insane. They're disorganized. They meander. They don't hook up. A letter, like a speech, should go somewhere. It shouldn't be a mental merry-go-round. And of course—it should communicate. Some kind of current should flow from the writer to the reader.

A tremendous volume of letters passing through the mail every day are not really letters in that sense—they don't seem to be directed to an individual or group of individuals in a personal way. *They are ads in letter form.* You could gather a wagon load of less horrible examples that fail miserably to get the results they should, simply because they are too introverted. The writers write about their own ideas instead of mentally getting in touch with the readers.

An example is this letter from the minister of a church in my neighborhood. It's nothing but a program. Presumably he was intending to invite me to attend, but what an opportunity he missed by not saying so. How friendly and hospitable he could have sounded if he had only taken the trouble!

So these disorganized and wrong-


side-out letters are actually sub-types of the big main sin we mentioned—the sin of being not understandable. And of course one of the qualities that make a letter hard to understand is prolixity—too many and too big words. A banker writes in regard to a book:

"Our Mr. Smith feels that in a bank this encyclopedic handbook lays the groundwork for an intelligent treatment of the problem at hand, pertaining especially to various mortgage clauses used in connection with real estate, appraisal for coin-surance to increase buildings held in a fiduciary capacity, an analysis of the standard policy, rental value, and the method of procedure in settlement and adjustment of property damage losses."

Honest, now—do you know where he is going? Would it be easy and pleasant to read even if you were in the insurance business? Why couldn't the writer untangle that confused jungle of words, sort them out, and build a couple of simple sentences out of them . . . or maybe string together a clearcut list of subjects?

And just between us girls, I hope they don't let General Eisenhower teach any English classes at Columbia, because if he teaches youngsters to write as he does, Lord help the poor innocent reader. You may consider me heretical indeed, but his

## On Cleaning Mailing Lists . . .



**ARE You receiving more than One Copy?**

There's nothing as aggravating as receiving more than one copy of a publication, unless it's not receiving one when you'd like to! We certainly don't want to be guilty of "Multiple Mailing" but it's very easy to slip up when the "Family" is as large as that of General Mills. If you are getting more than one copy of "Horizons" or "Progress Thru Research" won't you sign your name and address below and mail it to us so we can remedy the situation.

**Thank you!**

Name \_\_\_\_\_ Address \_\_\_\_\_

The Editor of General Mills' house magazine "Horizon" is checking up on duplications in their mailing list. Single sheet 8½" x 11", insert in March issue, very dramatically asks for cooperation. Would be awfully hard to miss.



recent letter to his friend in New Hampshire saying No to the idea of being nominated for President went into my cellar of horrid examples. If that shocks you, let me forsooth ask you this question: Did you read that letter? Here is a sample:

I had and I have no desire to appear either as assuming that significant numbers of our peoples would actively interest themselves in me as a possible candidate, or to appear as lacking in respect and regard for the highest honor American citizens can confer upon one of their own body.

How do you like it? From all I hear, Ike is one of the finest guys on earth, but why doesn't he learn to talk English?

But here is a letter that gets us off this subject and onto another. It's from an editor. He certainly ought to know how to string words together keeping in mind the impact on the reader. But look what he did. I had been editing a page for him for a long time, and mailing my material on the day of the week pre-arranged with the head man. Thought I was making a pretty good record. Then out of a blue sky, this came:

It is requested that you mail your material for receipt by us not later than Thursday morning (three days earlier than his boss had instructed me). Your present mailing date policy has seriously handicapped our make-up. Your cooperation in this matter will be appreciated.

He didn't mean it the way it sounded at all. He just never took the trouble to try to see his letters as his readers see them. It's a matter of tone-of-voice or personality—and that's a mighty powerful important matter. A letter is like a man: when it's negative, it's not only negative all over, but it sends out radio waves that impart a negative charge to anybody within six feet. The repelling power is terrific.

And that goes double when the bad personality gets to the insulting stage. Don't kid yourself; there are a lot of insulting letters going through the mail. I didn't say the writer was *trying* to insult anybody, but that's the distinct impression the reader

resort town, and his letter was turned over to this brainy business man who penned the following charming little billet-doux:

"I am a little afraid you are a little to fussy for my place. So, I not going to try to tell you what we have to offer. Sorry pal. Where would a fellow get help now to take care of horses? Do you know there is a war on? If you think you would like my place just say so and Ill tell you what we have. But you'll have to get off of some of your big idea's."

So, I don't know how you would add it up, but I, personally, would say there are two main central sins to be observed in this bag of horrible communications:

(A) The failure to write clearly and understandably—not only a lack of simple clarity but the use of involved ponderous phraseology that is hard to get without unraveling and decoding. This heading also includes the slightly insane, wandering epistles that are disorganized or out of touch with the real world of people and their ideas.

(B) The failure to build good tone and personality that affects readers in a positive way. The right attitude or underlying spirit magnetically draws people and makes them into friends for you. And the friendly feeling is about three bases on the home run of your letter's objective.

What should be done to prevent giving birth to any of these horrible letters? Well, I promised only to be destructive and fault-finding; the what-to-do-about-it or positive side of the picture is a story in itself—or a whole encyclopedia of stories. But just to show that my heart is in the right place, I've given you a quick check-list of several of the most important rules to keep us out of hot water. (See center column.)

## CHECK - LIST

for writing better letters

1. Read the other fellow's letter first. It's flabbergastipating, how many intelligent people dictate an answer or send a follow-up letter to somebody without making sure they are giving him the answer he wants.
2. Read not only the words of his letter, but try—nay, strive hard—to grasp his viewpoint. To do a decent job of influencing him, you must be able to project yourself into his situation.
3. Plan your letter. Organize it and spend some thought on how to build the structure so it makes sense and gets somewhere. No matter what kind of a letter it is, or whether you mail one or a million, this rule is vital with a capital V.
4. Teach yourself how to write clear, simple English. Never stop studying and practicing. By all means, read Rudolph Flesch's book, "The Art of Plain Talk," and do the exercises.
5. In dictated letters, read 'em before you sign 'em. Read them carefully, and don't be so ego-centric that you're afraid to do some editing and have a letter or two typed again. It may make a whale of a difference with the reader.

gets just the same. Take the proprietor of a resort in a beautiful lake region. A disabled veteran, on the suggestion of his physician, wrote to the Chamber of Commerce of the

PIONEER • MOSS  
PHOTO - ENGRAVERS SINCE 1872  
460 W. 34TH ST., N. Y. C. MEDALLION 3-0440





HERE'S WHAT KEEPS  
THE BOSS'S INVENTORY  
DOWN....

## Everyday Inks for Everything

MANY PRINTERS RELY ON THE EVERYDAY LINE FOR ALL THEIR PRINTING INK NEEDS

COMMERCIAL COLOR PRINTING • BLACK & WHITE HALFTONE • TWO-COLOR PRINTING • BOND & POSTER WORK • PROCESS COLOR PRINTING

*Because they want to reduce inventory, simplify color matching, and be prepared to offer a comprehensive black and white, and color, printing service, many printers now stock the complete line of IPI Everyday packaged inks.*

25 colors, including process colors, 11 blacks, each ideal for a certain purpose, 3 whites (opaque, transparent, and mixing), 6 bond and cover inks, and 4 poster inks—with such a line, you can cut down on special matches, match colors quickly in your own shop, and offer a complete commercial printing service to your customers.

These inks were developed to give trouble-free performance on Miehle Verticals and Horizontals, Kellys, Miller Simplexes, Kluges, cylinder presses, and similar-type presses. Uniformity of

color and body is assured; each ink is made from first-quality, tested raw materials... is ground, aged, and then reground.

More than 3,000,000 pounds of Everyday inks have been sold. It takes a large number of reorders from satisfied customers to build sales like that!

Everyday inks are packed in handsome, easy-to-open 1 lb. and 5 lb. cans. They are sold through 31 IPI branch offices and 45 leading paper merchants throughout the U.S. If there is no IPI branch office or accredited paper merchant near you, we will fill your order by mail, promptly, and efficiently.

The marks IPI and Everyday are registered trade-marks of Interchemical Corporation.

### JUST OFF THE PRESS NEW IPI EVERYDAY COLOR BOOK!

Write on your letterhead for a copy of the new IPI Everyday Ink Specimen Book. Address inquiries to IPI, Division of Interchemical Corporation, Dept. R6, 350 Fifth Avenue, New York 1, N. Y.

**ipi**



# Have Yourself An Idea

**Y**OU may not remember George M. Cohan when he was making a success on Broadway. But I'll bet that your dad does. Cohan was "corny", to use a present day expression. Referring to the fact he was born on the Fourth of July and calling himself "A Yankee Doodle Dandy," George "wowed" them by waving the American flag at the finish of his act. But the audience loved him as a wonderful writer, a sweet singer and an appealing actor. He's still remembered.

Someone asked Cohan, one time, for the secret of his stage success. And here's what he said . . . "Always leave 'em laughing when you say good-bye." Goodness knows he really did!

I've never forgotten George M. Cohan's advice during all of the years I've been writing my Cordial Contact letters. I followed his advice and this is what I've added to it:

Why wait until you say "good-bye"?

When you write a letter, you've really got the center of the stage, yourself. Whomever you are writing to, be it customer, prospect or just a friend, why not start your letter with a smile.

We've got rules and regulations for most everything on earth from polygamy to parking. But, thank

goodness, there's no law against putting someone in a cheerful, friendly frame of mind. And the same applies to the close of your letter. Like Cohan said: "leave 'em laughing."

You'll have plenty of space in between for your "selling stuff." Now I don't claim to know all there is to know about letters. I've only been writing them for thirty years. Guess maybe I've broken every rule for letter-writing ever printed in a book. But wottinell is the difference? My style of stuff may be pretty punk but for some reason or other . . . it PAYS, both my clients and myself. So why change the style?

Science has given us non-breakable buttons, shatter-proof glass, and stuff like that there. But I've never found a non-breakable rule in life, love and business. Or in letters, either. Why worry about rules for letter-writing? Just be yourself, is my motto. We pay no attention to rules in our conversation. And I look at a letter as the nearest approach to actual conversation.

As you probably already know, my letters begin with a story, a wise-crack or a popular gag. You may ask me where I get them. My answer is simple and honest: I steal 'em! Just as every other writer has done from Shakespeare on down.

My letters usually start with a

running headline. To get attention and lead the reader down into the body of the letter, before he is aware of it. I personally prefer the running headline because it is darned difficult to get a perfect "fill-in". And unless it is a perfect match, don't try it.

You'll get an idea from every radio talk, every movie and every article you read in a newspaper or a magazine. It's simply a case of "adaptation." It becomes a habit in the course of time. Everything you hear or read, suggests a "tie-up."

One thing you'll have to be careful about. Avoid anything that smacks of being "smart-alecky." Don't let the story or the gag or the quip overshadow the real purpose of the letter. Never, under any circumstances, write anything that will in any way offend any race, creed or color.

It would be silly for me to set myself up as an authority on Direct Mail Advertising. I couldn't possibly create a complete course in the fundamentals of Direct Advertising, as Henry Hoke has done. I envy Frank Egner for his ability to write Mail Order advertising. And Harrie Bell can tell you things I never knew till now and don't even know now.

I write what you could call a highly specialized line of letters. I write 'em because I love to write 'em. I have a firm faith in the style of stuff I write, because it has built a more or less profitable business for me. The Goddess of Good Luck has been my pal and playmate. She has provided me with a list of fine, friendly clients who use my letters for monthly mailing, year after year. Sometimes I really wonder why.

The only fault I find with life is that a guy has to get old. It sure is hell to reach the age where one can't take "yes" for an answer. The passing years bring many changes. Used to be a time when a gal dreamed of the "man in her life." Nowadays . . . she's interested in "the life in her man."

Henry Hoke suggests I use a couple of my recent letters for clients, in connection with this little story. Always happy to oblige:

(Here is a letter from a Wholesale Florist for mailing to the Retail trade.) (Continued on Page 12)

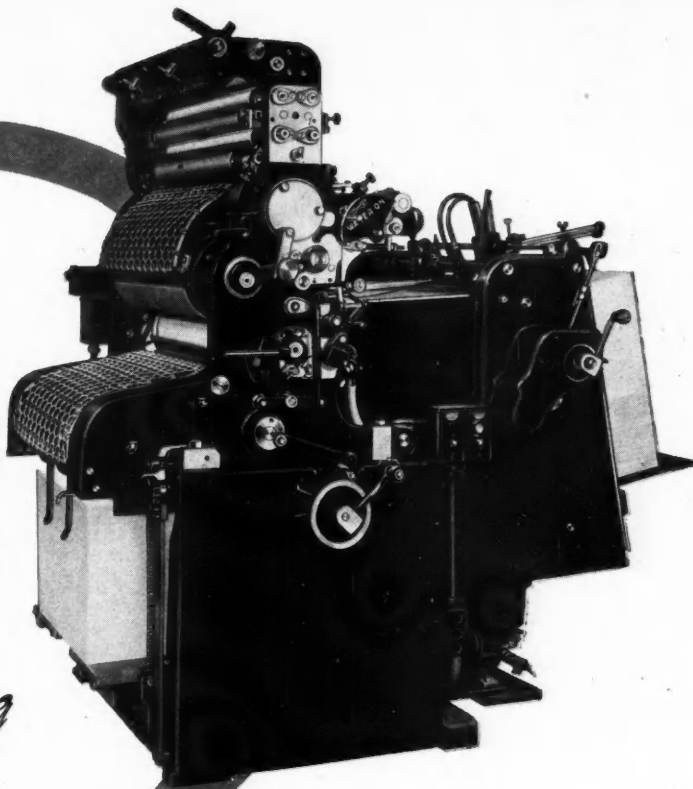
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*Reporter's Note:* Jack Carr hasn't been in THE REPORTER for a long, long time. Back in Postage & Mailbag days, he was a monthly contributor. He needs little introduction to REPORTER readers. He's the man who made "Cordial Contacts" famous. And he is still grinding them out in St. Petersburg, Florida. And, yes . . . he's the author of that book "Cordially Yours." I asked him to write an article on how he gets ideas. Here's the result.





## Offset for *Direct Mail Advertising*



### The new improved **ATF LITTLE CHIEF**

Sheet size 14x20

Printing Area 13x19½

WILL handle any kind of stock from onion skin to 4-ply card; turn out letters, office forms and stationery, or direct mail advertising at speeds up to 5000 impressions per hour; reproduce half-tones and color work of fine quality . . . or duplicating jobs formerly done on less professional equipment. Yet the ATF Little Chief is simple to operate, easily accessible, with every facility for the operator's convenience.

For shops preparing their own plates, complete ATF plate-making equipment and camera are available for use with the ATF Little Chief.

Ask your ATF Salesman for full information, or write

When you think of offset,  
think of the ATF CHIEFS

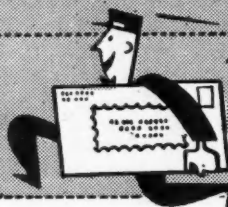
## *American Type Founders*

200 Elmora Avenue, Elizabeth B, New Jersey  
Branches in Principal Cities



**faster, lower cost  
mailings with**

## **DUPLISTICKERS and MAIL-AIDS**



- 4 Duplicate Addresses at a time
- Office typist can do your addressing
- Use on office duplicating machines
- Labels large envelopes, sample packages, etc.
- Seals, addresses folders, etc., in one operation
- Can't roll, tip or spill

America's most popular gummed labels for direct mail! Eureka's Duplistickers and Mail-Aids save you time and money

### **DUPLISTICKERS**

825 gummed labels  
Letter size sheet of 33  
perforated labels  
Choice of 5  
"keying" colors

**50c** per  
package



### **MAIL-AIDS**

Two label sizes available  
• 8 1/2 x 11 gummed, perforated sheets • 500 sheets to package • White, gummed paper • only \$6.00 per package



**ON SALE AT YOUR STATIONER.  
FOR APPLICATION TO YOUR DIRECT MAIL PROBLEMS WRITE**

**EUREKA**

EUREKA SPECIALTY PRINTING COMPANY  
STATIONERY DIVISION DEPT. R  
Scranton, Pennsylvania

Life can be lovely  
This June of 1948

Name  
Address  
City

Henrietta Heartburn hints:

This June the "marrying month" as they say, we were interested in a newspaper item we happened to run across recently.

Henrietta Heartburn conducts a column in which she hands out advice to the lovelorn, on How To Be Happy Though Married. It's interesting.

She often writes to young couples concerning cooperation. Not so long ago she told a young man: "Cooperate with your bride. Help her with the housework. If your wife wants to mop up the kitchen floor, go ahead, mop it up . . . with her."

We're great believers in cooperation also. Of course we would not be any great help in mopping up the kitchen floor. But we can, and will, help you "mop up" in a business way . . . profitably.

You really should do a wonderful business during this month of June. Weddings, Graduations, Going Away parties and many other occasions.

For June selling we suggest: . . . . .

Count on us for cordial cooperation, always.

Keep Smiling with us.

Jos. Vestal & Son

*(This one is for the GOLDFISH GUY in the Ozark. Sells more Goldfish than any other distributor.)*

**DON'T STOP ME . . . IF  
YOU HEARD IT BEFORE!**

This is the tale of a big red rooster. He was head of a healthy, happy harem of hens.

He was a Casanova with his women. But he insisted on plenty of production. Figured that there was a time and a place for everything.

Well, one day Red, as we'll call him for short, flew over into the duck's yard. Brought back a couple of big duck eggs. Called his colony into conference and here's what he said:

"Listen, ladies, I'm not criticizin' or complaining, y'understand, but I just want you to see for yourself, what they're doing next door."

His hens took the hint and it wasn't long before the eggs began to be bigger and bigger. A little comparison and criticism is good.

It's been a long time since we've had a single criticism of our happy, healthy OZARK GOLDFISH. Just seems like our fine, friendly customers cannot find anything to criticize about them.

But we DO welcome comparison. Compare OZARK with any other breed of GOLDFISH on the market and I'll bet you'll see the difference, pronto.

There are plenty of reasons why our GOLDFISH are better. But I won't take

up your valuable time, telling you now. Guess you already know.

In the mood to send me an order? Lovely!

Yes sir, this is  
"BOB CRAMER"  
The "baby-sitter" with  
OZARK GOLDFISH

## **SOMETHING DIFFERENT . . .**

in pharmaceutical advertising crossed our desk this month. A simple 5 1/2" x 8 1/2" 3-wing leaflet was sent out to the profession by Cutter Laboratories, 138 West 53rd Street, New York 19, N. Y. titled "you'd be surprised . . . WHAT HAPPENS IN SOME JOINTS!" Cartoon shows a "Fauntleroy" peering under swinging doors of an 1890 saloon. Printed in brown with blue and red for drawings.

A 4" x 4 1/2" slip of paper attached to cover has a memo from Fred A. Cutter . . . reading:

Dear Miss Secretary:

An advertising office is something like a doctor's office . . . one poor guy, who is supposed to be the boss, surrounded by women—and guess who gets ordered around? Therefore, knowing who's boss around your office, will you do me a favor?

Will you park this sample of Cutter Formula B.I.P. near your doctor's telephone so maybe his eye will fall on it when he is talking to some arthritis patient. Honestly, it *does* work. You ought to see the "clinic" my brother Bob\* has to run with the sisters, cousins, aunts and mothers-in-law in the family.

F. A. C.

\* He's the one with the M.D.

On second page another cartoon and underneath it . . .

**THE DARDEST THINGS, REALLY—**

Men and women are involved, but . . . fortunately . . . seldom children. The curve of a shapely ankle, or the grace of a delicate wrist may hide mischief. And a sleek hip, well . . .

The blonde in the red dress? All her trouble started with her right knee. The high-pressure salesman? A heel, when you get to know him. That quiet couple? They used to be members of the loose-fingered gentry, but now . . .

These awful joints!

It then goes on to describe rheumatism, its history and cures. Just shows how a simple, well-planned idea can be made to do a big job

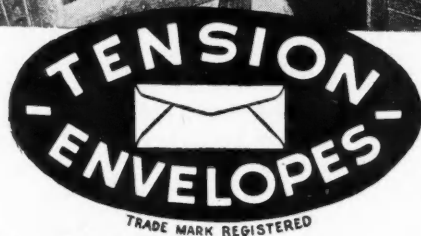
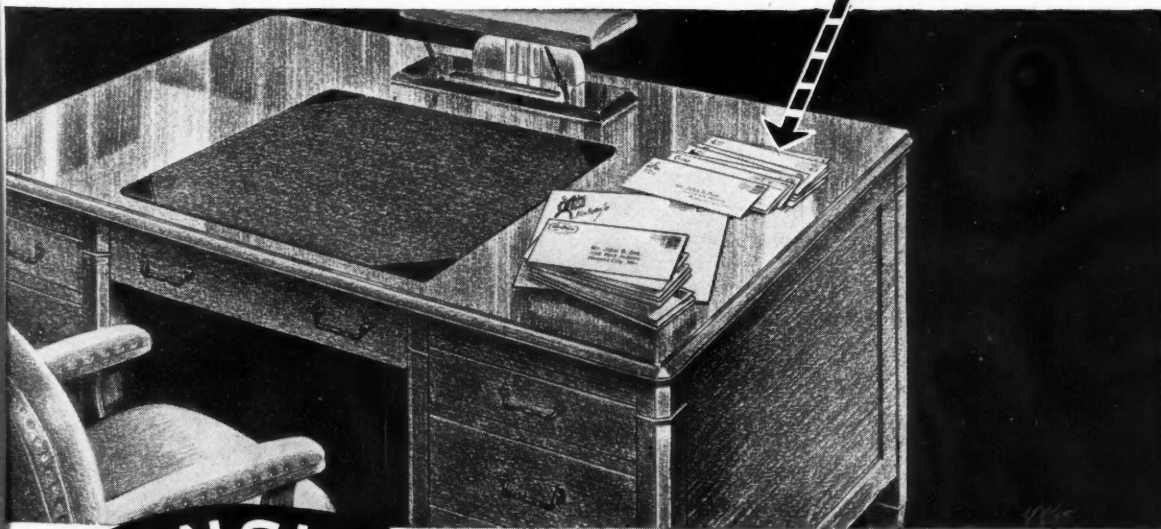
THE REPORTER OF DIRECT MAIL ADVERTISING

# Your **ENVELOPES** meet *plenty of Competition*

Sometimes it's a high-powered group that meets on the boss' desk.  
And the envelope that catches his eye—that gets the first chance at his  
attention for its message—*has to be good.*

Yes, plenty of executives see the envelopes their mail comes in—  
(59% of all executives see all envelopes—and an additional 8%  
see all unusual envelopes.\*) That's why it's important to  
have an envelope that stands out among competition.  
Tension knows how to make an envelope that's a stand-out.  
With a staff of creative artists specializing in envelope  
design . . . plus 60 years experience in envelope  
manufacturing—Tension is equipped to supply you  
with envelopes that will get attention—first  
and favorable—for your message.

\*Figures from TIDE Direct Mail Survey.



*for every business use*

TENSION ENVELOPE CORPORATION • NEW YORK 14, N. Y., 345 HUDSON ST. • ST. LOUIS 10, MO., 5001 SOUTHWEST BLVD.  
MINNEAPOLIS 1, MINN., 129 N. 2ND ST. • DES MOINES 14, IOWA, 1912 GRAND AVE. • KANSAS CITY 8, MO., 19TH & CAMPBELL STS.



# Canada Encourages Business To Use The Mails

Here is part of a recent interesting letter received by *The Reporter* from David Adamson, Superintendent of Public Relations Branch of the Post Office Department at Ottawa, Canada.

As a regular and enthusiastic reader of your magazine *The Reporter* and also as a member of the Direct Mail Advertising Association, it occurred to me that you might be interested in seeing samples of the Sales Letters which we distribute to business men through our own Postmasters. Of the two letters enclosed, "A Step in the Right Direction" was distributed a few months ago and the other is going out at the present time.

These letters are sent to selected Post Offices and are then redistributed by the Postmasters to the local business firms. Space is left between the body of the letter and the word "Postmaster" . . . to allow each Postmaster room to sign his name.

We began these letters in a small way a number of years ago and they took on with the Postmasters to such an extent that we had many requests from Postmasters at offices which had not been chosen for the experiment to add their names to our list as they firmly believe in this method of advertising. While in the beginning

we took only 103 of the larger towns which were still not city offices, we have now close to 800 on our list. All our work is done in the Department on our own duplicating machines.

During the war we were obliged to discontinue the Sales Letters, not only because of a paper shortage but also because many of the firms which receive them had little or nothing to sell regardless of what their sympathies might be towards Direct Mail Advertising. We began distribution once more during the past summer and have had many encouraging letters from Postmasters who had received them previously, and had missed them and also from new Postmasters who were immediately struck by their value. Quite a number of the larger city offices—Vancouver, British Columbia, among them—asked that they also be added to our list so that our original policy of keeping to the smaller Post Offices has now been more or less dropped and if a Postmaster feels that Sales Letters will be useful to him, we add his office to the list.

Occasionally these Letters have headings which work into the body of the letter, but we try to vary this from time to time wishing to avoid monotony if possible.

*Reporter's Note:* We thank David Adamson for his report . . . and the continuing evidence that the Canadian Post Office Department is doing a good Public Relations job. For many years, Direct Mail people have been urging our U.S.A. Post Office Department to conduct a similar effort. Early in Jim Farley's regime, a well planned campaign was started . . . but quickly stopped because of high pressure lobbying on the part of "other media."

Individual postmasters have at times conducted local campaigns to stimulate increased use of facilities. Last month, we reported on the recent Post Office letter mailing to arouse more interest in air mail.

If Congress decides to appoint a Commission to study the Postal Situation . . . that Commission should consider the cost-reducing possibilities (by increasing profitable services) of a competent Public Relations Branch.

We'll reprint the two letters. This one was well processed on 8½" x 11" sheet with second color corner illustration of stage coach, clipper ship, train and plane.

From the days of the stage coach and the clipper ships, to its present streamlined methods of transportation the Post Office has had one main goal—efficient public service. From time to time, as conditions permitted, additional services were introduced to meet the growing needs of a growing country.

Thus it is that today, the business man has at his disposal, a number of services designed to assist him with many of his problems. Money Orders, Postal Notes, C.O.D., Parcel Post, Special Delivery (at Letter Carrier offices), are some of the services which can play an important part in your daily transactions.

Another convenience which business men have found to be to their advantage is Stamped Envelopes. The purchase of these envelopes in 1 cent, 3 cent and 4 cent denominations eliminates the necessity of affixing postage stamps, thus cutting your mailing time right from the beginning.

For your publicity and advertising campaigns, the Direct Mail method has been proved a most effective way of making contact with new customers as well as retaining the old ones. Special "householder mailing" rates are available for this type of advertising as are also Rural Directories from which to make up your mailing lists.

When planning your business for the New Year, a visit to the Post Office will be worth your while. I shall be pleased to go into these matters in greater detail at your convenience.

POSTMASTER.

Next letter used hand drawn script for heading with blue foot-steps overprinted diagonally on letter.

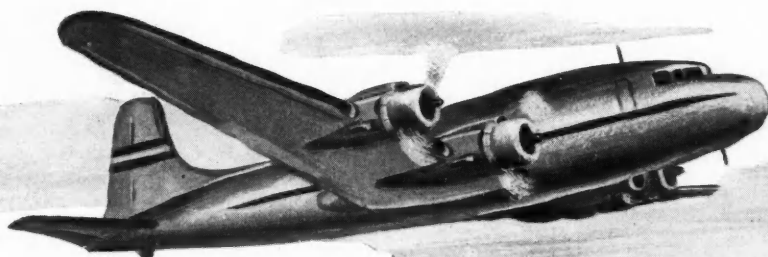
The alert business man keeps in touch with his customers by mail. This is one step in the right direction, but it cannot end there if the business is to expand and show greater profits each year.

Therefore, the next important step is in the direction of new customers, but it is not always easy to reach the people who might be interested in your particular line. That is where the Post Office comes into the picture. Our Rural Directories are designed to meet your problem.

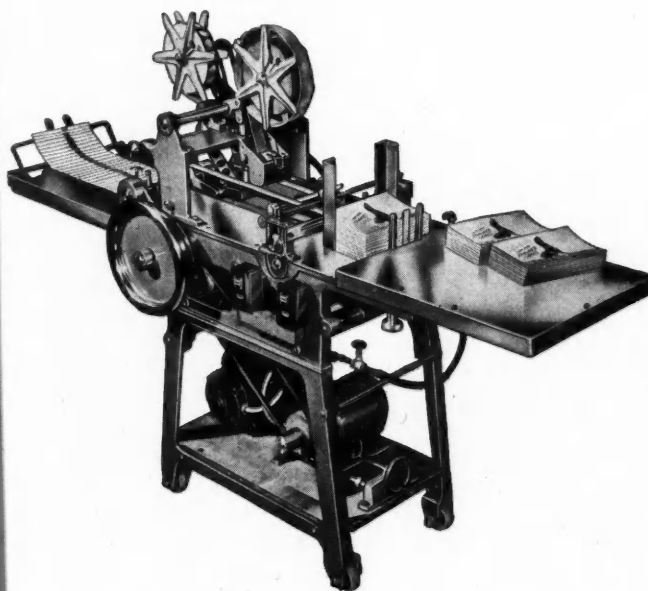
These Directories, containing the names and occupations of householders receiving mail at rural post offices and on rural routes are prepared according to Electoral Districts, which permits you to make up special lists. The sample sheet enclosed will show you how valuable these lists can be to a business man planning an advertising campaign by mail.

I shall be pleased, at any time, to give you further details in connection with Rural Directories and other Post Office aids to business. Remember, the Post Office is here to serve you at all times.

# *Ceiling Unlimited*



## ON SEALING WITH **SEAL-O-MATIC**



Automatic sealing at speeds of 6000 to 15,000 pieces per hour opens unlimited vistas to direct mailers. Self-mailers and other promotion pieces can be sealed at incredibly lower costs through SEAL-O-MATIC, the completely automatic sealing machine.

Irrespective of volume (on one job, just 5 SEAL-O-MATIC machines handled 9-million pieces in 17 days), you can seal automatically advertising material of all types ranging from a government post card to a 96 page catalog; from sizes 2" x 4" to 9 1/4" x 13"; from one fold up to 5 folds (3/16" thick).

The entire machine weighs 600 lbs., can be wheeled where needed, only takes up six feet by two feet. Ready for operation when plugged into convenient light socket. Simple to operate, it requires no skills or training. Maintenance costs are negligible, nothing to wear out or get out of adjustment.

For complete details, write to

**SEAL-O-MATIC MACHINE MANUFACTURING CO., Inc.**  
SOUTH HACKENSACK, N. J.

# HUMOR...and direct mail

*How one company merchandises  
a Wellsian interpretation of its product*

By **LEONARD E. MATZNER**  
*Advertising Manager*  
**Mack-International Motor Truck Corporation**

**B**ACK in September 1925, we printed without fanfare in our external house organ, "The Mack Bulldog", a Wellsian drawing of a bus of 1950 (See illustration). It was a sensation! Thousands of requests poured in for copies. This was before sound movies and anything atomic... so what it depicted for the future in bus transportation was as possible as television.

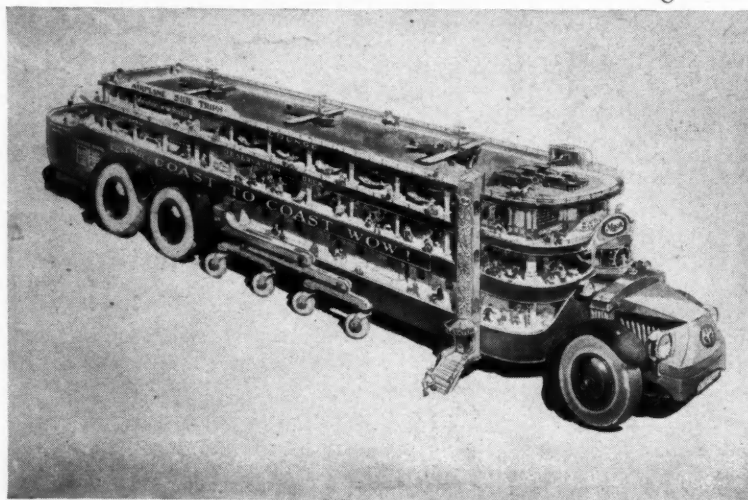
Twenty-three years later letters were still coming in asking for copies of the "Bus Salesman's Dream". It became apparent that if this piece of whimsy remained in the consciousness of the public for so long, it would be a good idea to bring it up to date.

There were still many of the older generation left to retrospect and certainly enough of the newer generation

to laugh at 1925, and wonder at the predicted "unpredictable" future. Naturally the advertising department saw a good opportunity to get the name of Mack on the walls of its prospects' offices... and to give the salesman a reason to call on his customer without the obvious — for business.

The logical person to do the new job was the artist of the original, Alton E. Porter. The results show that Mr. Porter has not, in the intervening years, lost his touch for artistic fantasy. (See exact reproduction in center spread.)

Printed as a four-color insert, the "Bus Salesman's Dream" was designed to take the place of our monthly insert in the trade papers "Bus Transportation" and "Mass Transportation". The desired effect of surprise was achieved when readers, thumbing through page after page of serious competitive ads, suddenly came upon this tongue-in-cheek propaganda.



Copies of the insert without advertising were offered and the response was great. Many letters were received from readers who well remembered the old "Dream" and were happy to see the new one. It was reproduced and commented upon in many publications all over the country. In fact, even a Brazilian and a Norwegian newspaper picked it up. The write-up in the Norwegian paper began "a lot of crazy ideas come from America—fortunately a great deal of good ideas too..."

Following our usual practice with inserts in bus publications, we sent a copy to a special list of 2500 bus operators, with a note to the effect that in case they didn't see our ad in that month's issue, here was a copy. The first run was 25,000 ad inserts and 15,000 without advertising, suitable for framing. Blow-ups 22" x 34" in black and white were sent to all our branches and dealers for display in their showrooms.

We are featuring "The Bus Salesman's Dream" in our house organ "The Mack Bulldog". (Not the same publication mentioned above but one just recently revived, after 10 years of silence. Its rebirth was the result of post-war needs for sales literature.)

We believe in coordinating our space advertising with Direct Mail. The "Bus Salesman's Dream" is a good example. We put Direct Mail to work in other ways.

Starting in 1942 and continuing during the war years, when new trucks for civilian use were practically impossible to produce and all truck owners were urged to keep their present equipment rolling, a mailing series called "Ideas For Truck Owners" was published. Each piece contained many valuable maintenance hints. There were mailings four times a year to a specially compiled list of



Mack prospects and owners . . . a total of approximately 150,000 names.

Because this series was meant to help at a time when such help was needed, it was very successful. Its end came in the fall of 1947. New trucks were coming off the lines; buyers were waiting to get them; their attention should be directed to our products.

We felt sure that a publication that was not a series of dressed-up advertisements would be welcomed and read. Each story, thematically based on transportation, was to be written pointing up the dramatic interest, with the name "Mack" mentioned only whenever necessary. Some two-page stories have used our trade name but once!

The majority of these stories are about trucks . . . but when a story on fire apparatus is used we send this publication to an additional list of

almost 12,000 fire chiefs. And if an article features our bus we send the particular issue to a selected list of bus operators . . . in addition to our regular truck list.

In these days when production costs have gone up faster than budgets, it is necessary to get the most out of each piece of art work. We run a 4"x6" monthly ad in one of our automotive papers on the importance of proper maintenance and the availability of over 700 Mack branches and dealers. After this ad has appeared, we reproduce this message on a mailing card, on which is imprinted the local branch or dealer address. They are then mailed directly from the branch office to its customers. Color ads that are used in our publications are re-designed into mailing pieces.

We try to get ideas from our salesmen. One of our men in the field recently gave us an excellent copy

slant for our fire apparatus. We developed his theme into a mailing piece, with a teaser on the address side, a replica of our fire division letter-head and message on the first fold. The inside spread was a two-color, duo-tone insert used in a special issue of our fire publications.

In discussing our advertising program with many Mack district managers, salesmen and distributors all over the country, it was found that these men all lean toward Direct Mail as an important aid to their sales efforts. This is particularly true of those whose territories include rural sections where there are many miles between prospects, and visits cannot be made too frequently. These are the people, they say, who read their mail . . . and we say these salesmen know what they need to assist them in their selling. With this in mind we are planning to steadily increase our Direct Mail advertising.

## Vari-Typer Writes with Print Types

- *Right in your office by your office typist.*
- OPERATES LIKE A TYPEWRITER.
- Changes type styles instantaneously.
- A DIFFERENT STYLE TYPE FOR EVERY PURPOSE.

### In 300 Neat Styles and Sizes

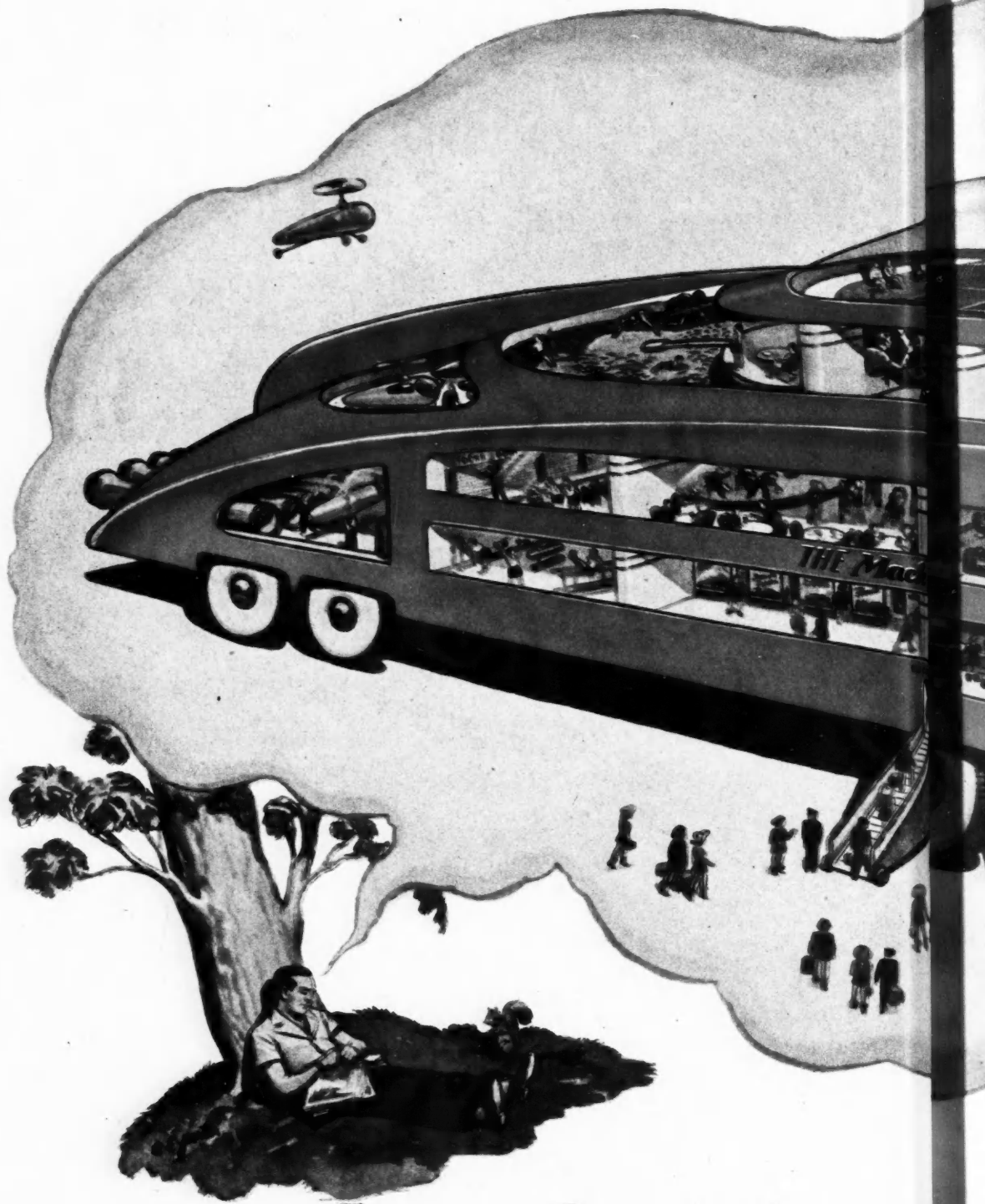
Vari-Typed master copy or stencils give clean, black, sharp results. Right and left margins squared — words and characters properly spaced — ready for instant duplication by mimeograph, hectograph, offset, direct-to-plate, photostat or blueprint. Many firms say Vari-Typer has saved them up to 80% on costs! Send for Booklet No. 012. Demonstration arranged to suit you.



**RALPH C. COXHEAD CORP.**

333 Avenue of the Americas  
New York 14, N.Y.

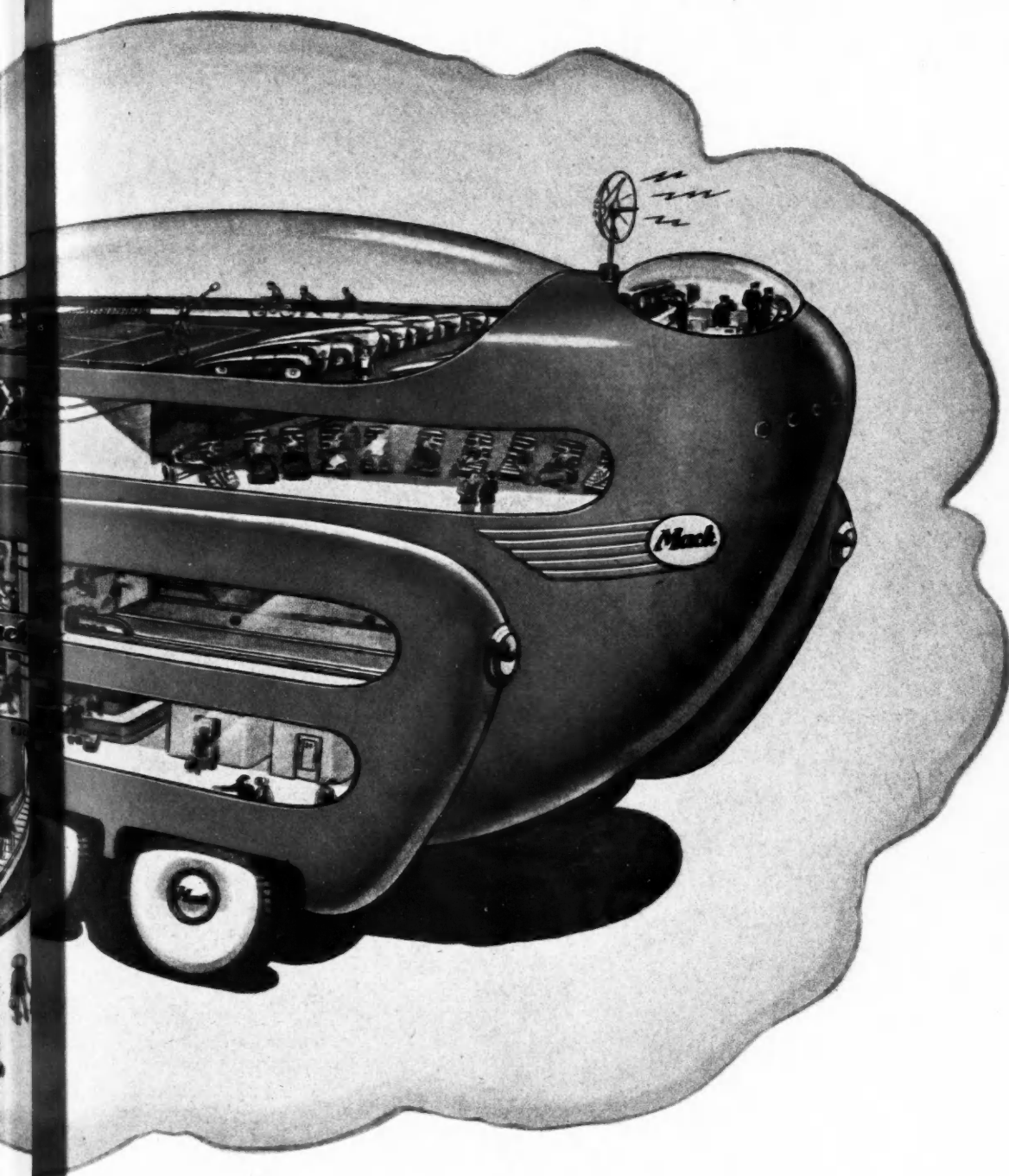
# A MACK BUS SAILOR



*Dreamlined*

FOR OUT-OF-TOWN

# MAN'S DREAM . . .



...OF TRANSPORTATION!

## Strictly Mail Order

**Reporter's Note:** This department of THE REPORTER is reserved for the views and news of the mail order people . . . the men and women who use the mails to get immediate orders.

THE REPORTER sure stepped on some sore toes in the April issue of this department. We included what we thought was an innocuous item . . . cautioning circulation managers to investigate activities of field selling crews. Quoted a few bad cases. Claimed that obnoxious, high-pressure, "sympathy" selling of subscriptions by uncontrolled field representatives would eventually hurt returns from legitimate appeals made thru the mails. Prospects insulted or gypped by "agents", wouldn't be very receptive to the next mailed appeal . . . from anybody, etc. Seemed like good sense to us. And then indignant letters came! Asking us to "go slow for the time being until full facts can be studied." We should keep quiet . . . because it's "a long involved story."

Why keep quiet? Who is scared of what?

We repeat again. *We have nothing against field selling as such . . . but if shady tactics are hurting returns*

from mailed appeals, then it is our business.

Here is a revealing letter from John W. Roberts, Subscription Manager of Hoard's Dairyman, Fort Atkinson, Wisconsin.

Dear Mr. Hoke:

Correct you are! It IS high time circulation men got together to curb a racket that for two years or more has been giving us severe headaches, and has drastically decreased returns from our Direct Mail efforts.

But . . . what to do?

For example:—Gus Holt, Circulation Manager of Prairie Farmer has been on the war-path for a long time. He has a mountain of case histories. His evidence has been presented to the Audit Bureau of Circulation who show no sign of interest.

Floyd Hockenhull, Circulation Management Magazine, has been blasting away editorially for more than a year. Response? Thunders of silence.

If you can suggest any way of curbing these rackets, you will be rendering a real service to the farmers who are being hood-winked, as well as to circulation men who are suffering from the after-effects of racketeering methods.

Speaking of Circulation Management, what we said in the April REPORTER was kid glove stuff compared to Editor Floyd L. Hockenhull's blasts. He, too, has been "asked" to quit. He continues to give case histories of the college-survey, wheel-chair, help-the-veteran, cripple and donation rackets.

Said Floyd in his April 1948 issue:

Misrepresentation, high pressure, flim-flam (and too-often outright fraud) used in securing subscriptions — and "clean" ABC reports — go merrily on.

And continuing:

Throughout the country, the high-pressure, subscription-hiding, racketeering circulation abuses are so foul they arouse public wrath and often tangle with the law.

Yet, the circulation these abuses produce is "clean" on ABC reports.

And every Publisher who uses really-clean, merits-selling, circulation methods—which readers like, which produce easily-renewable circulation that yields high net revenue—is severely penalized by the ABC's head-in-the-sand attitude and lack of standards applying to the highest-pressure circulation rackets.

I am still receiving reports on actual fraud in subscription solicitations . . . also, other cases of high pressure abusive selling. I have definite statements from victims saying that these experiences have reduced their interest in all appeals, either personal or mail.

So why ask THE REPORTER to keep quiet? The Wall Street Journal on May 12th had an article on high pressure tactics being used to push circulation. Worth reading. Tide Magazine of May 12th covered the story.

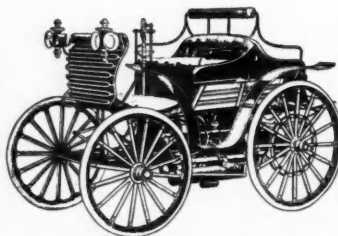
This problem concerns all users of the mail. We don't believe hush-hush tactics will cure the disease. Shady personal selling methods will hurt and are hurting returns from mailed appeals.

Since the appearance of our original April item . . . we have learned more about what's going on behind the scenes.

The National Association of Magazine Publishers inaugurated a plan to register all field selling operators so that Chambers of Commerce and Boards of Trade and police officials would know how to act when abuses were brought to their attention. There are over fifty field selling agencies represented in this Central Registry.

# 50 years of progress

From ten miles an hour to a mile a minute . . . from the cumbersome horseless carriage of the late nineteen hundreds to the sleek, streamlined automobile of today. This is the thrilling saga of the automobile industry. In the envelope industry, there was also a cry for progress. In 1898 Cupples answered this cry . . . We have traveled with change, invention and improvement. Today our name is synonymous with envelopes of personalized appeal.



**SAMUEL CUPPLES ENVELOPE CO., INC. - 360 FURMAN STREET, BROOKLYN 2, N. Y.**



... including most of the publishers who rely upon field selling.

Messrs. Greene and Nyborg of the Better Business Bureaus have been working with Messrs. Shumway (McCall's), Allen (Curtis), Messler (Crowell-Collier) and Delaney (Union Circulation Co.) to effect an agreement with teeth in it. In addition to "admonition" and "expulsion" penalties, there has now been added \$500.00 damages for any single complaint. As part of a public relations program, the magazine group has prepared two booklets... the "CR Plan" and "The Man Who Rings the Door Bell"... for guidance of members, Better Business Bureaus and local officials.

Let's hope that the new clean-up program will work. It can't work immediately. It will take constant policing. But a lot of damage has already been done. So much damage... that it forced all this behind-the-scenes activity.

There is a warning here for *all* mail users. As selling gets tougher and more competitive... high pressure tactics, exaggerated claims and phony offers are bound to creep in. Already we are seeing evidences of it. Be careful in your Direct Mail. Make it honest, sincere and above-board. When you uncover cases of selling abuses which may hurt all selling (including yours)... do something about it. Report to us, to your local BBB or C of C. Or protest to the culprits themselves. Don't sit back and play the game of hush-hush. Hush-hush never solved anything.

If this item doesn't entirely satisfy the ones who wanted us to keep quiet, they can place the blame in their own laps. If we hadn't received those indignant letters, we wouldn't have known what a really sore spot we touched.

T. J. Lucey, circulation director of Scientific American, 24 West 40th Street, New York 18, N. Y. is trying a new stunt in circulation promotion.

With the May issue, Scientific American (established 1845) went under new management, new format, new policies, new everything. As part of their promotion activities,

JUNE 1948



## FOR A TELL AND SELL PERFORMANCE

*Step right out, Mr. Advertiser... your audience is waiting! PONTON has packed the house, as usual, with hand-picked prospects for your product or service. It's the kind of set-up PONTON can arrange for you promptly at any time—BECAUSE PONTON LIST SERVICE IS DIFFERENT!*

**EVERY LIST INDIVIDUALLY COMPILED**—made-to-order to do the job you want done—built expertly from the very latest sources that are kept revised right up to the minute.

**VERSATILITY UNEQUALLED.** Ponton lists are available on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.

**SPEED, ACCURACY**—guaranteed maximum!

**24,000 CLASSIFICATIONS** readily available. Other special lists promptly and efficiently supplied. **LATIN AMERICAN** lists a specialty!

**COMPLETE FACILITIES** for addressing and mailing jobs of any size.

### COMPLETE CATALOG

*Direct Mail advertisers are invited to write for Ponton's famous LIST O'TRADES, the most complete Mailing List Catalog published. Write to Dept. R-4.*

COMPLETE  
MAILING  
AND  
ADDRESSING  
FACILITIES

**W. S. PONTON** inc.  
AT THE HEAD OF THE *Lists*

EST. 1885  
AGENTS  
IN ALL THE  
PRINCIPAL  
CITIES

635 Avenue of the Americas, New York 11, N. Y.

## IMMEDIATE and CONTINUOUS CASH PROFITS for YOU!

Share in the many thousands of dollars spent annually on one-time list rentals by the country's largest and best-known Mass-Mailers.

Register your mailing lists exclusively with MOSELY'S to receive MAXIMUM REVENUE. MOSELY'S highly specialized staff is ready, able and willing to give your lists intensive promotion to bring you worthwhile income year after year, from now on—on straight commission.

### "Mosely Has The Nation-Wide Market"

Write TODAY, giving counts, arrangement of lists and description of your products or services. NO OBLIGATION!

Dept. R-5

### MOSELY SELECTIVE LIST SERVICE

38 Newbury Street, Boston 16, Mass.  
CCommonwealth 6-3380 - 3381

Mail Order List Headquarters

### "MOSELY SENDS THE CHECKS!"

## MEDICAL ADDRESSING SERVICE

We maintain a complete mailing list of all practicing physicians arranged by states and cities and by specialist groups. Addressing charges are low. 100% post office delivery is guaranteed on mailings made from our list. Orders are handled within a few days. Write for detailed counts and prices.

- Accuracy guaranteed.
- Low cost addressing.
- Write for counts and prices.
- 72-hour service.
- Clean address imprints.

Fisher-Stevens Service, Inc.  
345 Hudson Street  
New York 14, N. Y.

they are using an IBM business reply card. That is, the message side of the card has all of the code indexes printed in light blue, and the cards are actually punched. The coding and punching are described to the recipient as follows: "You are identified (by your educational and professional background, encoded on this IBM card) as a member of the audience to which this magazine is addressed."

These cards are used in letters angled to the particular profession approached. It is too early to get any figures on results, but Mr. Lucey said early returns are surprising. He is making exhaustive tests between plain return cards and IBM coded cards. More later on the subject when we can get the figures.

Has anyone noticed the increased use of the telephone book for mail order lists? A number of people have complained to *this reporter* recently about the vast quantity of mail being sent out indiscriminately. Recipients are being snowed under a blanket of irrelevant and meaningless mail. Why can't someone put it across to mail users that the telephone directory is just about the poorest mailing list obtainable?

Boner-of-the-month: The Bargain of the Month Club, 505 Fifth Avenue, New York 17, N. Y. slipped on its April form letter. The first paragraph started . . . "Every woman loves a bargain, and we don't think you're an exception."

Second paragraph began . . . "You are one of a select group of women . . ."

All O. K. But the sample we saw was filled-in "Dear Mr. Herst". Sent to Herman Herst, Jr., Shrub Oak, N. Y. President Allan Keith of BOMC should watch his mailing.

A recent letter mailed by Harper's Magazine, 637 Madison Avenue, New York 22, N. Y. certainly shows frankness in advertising.

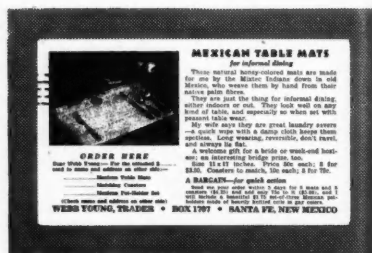
The letter is printed on both sides of a standard Reply-O type letterhead in red and black, with name and address on reply card showing through cut-out at top.

Starts . . . "You are expensive, but we think you're worth it".

Then:

"We might as well be frank about this: Whenever we're able to add new subscribers, we buy or rent lists of likely prospects. Some lists are cheap, others are very expensive because of the type of prospect. In order to reach you, we are using one of the best and most expensive of such lists, knowing that it will eliminate any hope of immediate profit."

Another mail order postal card user is Webb Young, Trader, Box 1707, Santa Fe, New Mexico. He's



selling Mexican hand made fibre table mats. Illustration, good selling copy and order form all on one side of a penny postal card.

"Subscriptions by Mail" is title of special April issue of Envelope Economics, house organ of Tension Envelope Corporation. W. B. McGrew, circulation manager of Better Homes and Gardens, acted as guest editor. Among his findings:

Return Envelopes . . . definitely increase the number of orders received and, of course, increase the immediate cash or check returns.

Color Choice . . . definitely affects the volume of returns, although our top five color choices ranked so closely that any one may be used with equal results.

Color Contrast . . . Return Envelopes of a different colored paper and printed in a different color from the mailing envelope or any of the other enclosures will improve return results.

Air Mail . . . Return Envelopes will increase returns. They are particularly effective where the need for fast action

is obvious to the recipient of the mail piece.

Window Envelopes . . . 20% better than plain as the outer envelope.

Third class postage gives equally good results as first class postage.

33% better results with business reply envelopes.

A postal card renewal notice is about 20% less effective than where we use a letter with a reply envelope.

An offer allowing the prospect to pay later will increase results for us from 20% to 25%.

Mail Order recipients (especially readers of THE REPORTER) seem to be getting skeptical of "tricks." A recent solicitation attached a pink 4½ x 5½ "Memo" to form letter. It was filled in—"To: Mr. Blank's Secretary" and read:

Please bring to Mr. Blank's attention the attached copy of my letter. The original may have been overlooked.

Just have the enclosed card signed, slip it in the postpaid envelope, and mail it back to me today.

Thanks a lot for your help.

That's an old trick. But our complainants think it's "the height of imposition." One said:

"It is more than high pressure salesmanship. It infers that they can reach an individual better through his secretary than they can direct. If they cannot make sufficient appeal to the customer, why use subterfuge in putting their proposition over? Certain rules of restriction are as necessary in advertising as any other rule."

Memos to secretaries have been used successfully in the past . . . but you must be careful not to make them appear too high pressure.

Speaking of insincerity: A couple of REPORTER readers have sent us samples of the recent subscription mailing of prominent magazine.

It opens (in red ink):

Dear Reader:

Because of some distinctly complimentary things ABOUT YOU, that we have learned, your name is included among those who should find this letter particularly interesting.

It continues:

If you were just a name and a street number to us and we knew nothing of your mental occupations, there would be no point at all in asking you to accept what, in the final analysis, amounts to

two issues of (the blank magazine) FREE!

You may be an ex-marine, a career woman, a renowned lawyer, or a door-to-door salesman; a commercial pilot, a village schoolmarm, a struggling writer, perhaps a cum laude—even a Rhodes scholar. That part we *don't* know. But we do know from the source that gave us your name that you have an above-the-average MIND coupled with the aspiration to enjoy its use and improve it.

From there on the three-page letter continues to extoll value of the publication. Red paragraphs inserted here and there.

Maybe that letter is pulling good responses. We don't know. But the folks who sent samples to THE REPORTER think it sounds smart-alecky and insincere. The trick opening may get immediate results . . . but it may make permanent enemies of those who do not respond.

The insincere flattery in the first paragraph doesn't tie-in with the lack of knowledge about the prospect shown in succeeding paragraphs.

**New**

**for Quality Copies**

**Send coupon, get FREE**

**3/way\* Plastic PROCEL stencils**

Remington Rand's new 3/way plastic PROCEL stencils give you copies that sparkle with quality and eye-appeal.

**\*NEW . . .**

. . . you choose the "write" you like:

- 1. BLACKWRITE**—copies so Stygian black they seem to be printed.
- 2. SHARPWRITE**—copies so sharp they resemble clean-cut lithographing.
- 3. SOFTWRITE**—black copies from intricate stylus work, Noiseless and special typing machines.

PROCEL'S plastic coating gives you undetectable corrections, long, quality runs, and copies of uniform tone. See how PROCEL improves your duplicating.

For 3 free samples to prove PROCEL is best mail coupon now.



**Remington Rand**

DUPLICATOR SUPPLIES DIVISION,  
DEPT. F, BRIDGEPORT 1, CONN.

Send me 3 FREE PROCEL stencils (check one) ☐ Blackwrite ☐ Sharpwrite ☐ Softwrite

NAME \_\_\_\_\_ POS. \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

(PLEASE PRINT)



## Playing POST OFFICE

By: EDWARD N. MAYER, JR.

There's been so much talk about slow mail deliveries lately, and so many complaints about the postal service that a great many Associations have been carrying on surveys to determine how good or bad mail deliveries really are.

As long as everybody else was doing it, it seemed logical that the D.M.A.A. should get into the act. That's just what we did . . . and to say the least the results were amazing. So amazing in fact that we're faced with the fact that either postal service is (as of the end of April) as good if not better than it was in the days before the war, or the Post Office spotted this D.M.A.A. test and gave it very special care. We definitely

don't believe the latter and we're not naive enough to believe the former. Our personal feelings are that at worst (or best) postal service is spotty but that the picture today *IS* better than it's been in a long, long while.

However, here are the D.M.A.A. findings . . . you might compare them with your own or better still, make a similar survey from your own Post Office and see how your results check with ours.

Both first and third class mail were used by the D.M.A.A. One letter of each class was addressed to various members of the Association and both were dropped down the mail chute at 17 East 42nd Street, New York, N. Y.

at 4 P. M. on Monday, April 26th. The first class letter carried a 3¢ stamp and the third class letter bore three (3) ½¢ stamps.

Listed below is the tabulation showing when the mail was received throughout the country. Note particularly that with the single exception of third class to New Orleans, La. every piece of mail was received before the end of the week of mailing. Note also that in several cases third class arrived before first, and many times both pieces arrived in the same mail delivery.

On next page opposite are the bona fide findings . . . believe it or not!!

If you're interested in the background and history of postal service, and more particularly in the British Post Office, and how it has affected our own Post Office, you might do a lot worse than buying and reading *THE BRITISH POST OFFICE, A HISTORY*—by Howard Robinson, published by and available from Princeton University Press, Princeton, N. J., at \$7.50. It's a well-written and extremely interesting addition to anyone's library. And while we're talking about material about the Post Office, CORONET for June has a swell series of pictures of the U.S.P.O. in operation that tells a delightful and complete story.

The House Post Office and Civil Service Committee has approved H. R. 6441, a second revision by Rep. St. George, of the Bill to Create a Board to Propose Changes in Postal Rates and Fees in the Post Office Department. (A duplicate bill has been introduced in the Senate by Senator Langer and carries the number S2647.) The bill was re-drafted with a view to meeting objections within the House Committee, as well as those of the D.M.A.A. and other large mail users. Because we believe H. R. 6441 is a good bill and has a fair chance of final passage, we think you should know something about its major provisions.

1) The Board will be required to hold hearings and conduct investigations and studies to determine what, if any, changes in the postal rate structure are needed. It will be mandatory for the Board to afford all interested persons, corporations, associations and organizations the opportunity to present testimony concerning any proposed rate changes.

## KID GLOVES *not needed!*

Keep your records on paper that won't dog-ear or split under constant usage . . . it simply isn't human nature to handle daily work with kid gloves on. There's one best paper for records. Ask an expert, your printer. He'll tell you the name of that paper is—

### Rising No. 1 Index

- ✓ 100% rag
- ✓ 5 weights
- ✓ White and four colors
- ✓ 2 sizes



WHEN YOU WANT TO KNOW . . . GO TO AN EXPERT!



# Rising Papers

ASK YOUR PRINTER . . . HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.



City and State	First Class	Third Class
Tucson, Arizona	4/29	4/29 (same mail)
Los Angeles, Calif.	4/29 P. M.	4/30 A. M.
San Francisco, Calif.	4/30 9 A. M.	4/29 3 P. M. (day before 1st class)
Denver, Colo.	4/28	4/28
Washington, D. C.	4/27 A. M.	4/27 A. M. (same mail)
Winter Haven, Fla.	4/28 A. M.	4/28 A. M. (same mail)
Atlanta, Georgia	4/28 8:30 A. M.	4/28 8:30 A. M. (same mail)
Chicago, Illinois	4/28 9 A. M.	4/28 9 A. M. (same mail)
Louisville, Ky.	4/28 10:30 A. M.	4/28 10:30 A. M. (same mail)
New Orleans, La.	4/28	5/3
Bangor, Maine	4/28 8 A. M.	4/27 2 P. M. (day ahead of 1st class)
Detroit, Mich.	4/28	4/28 (same mail)
Minneapolis, Minn.	4/28 8 A. M.	4/28 8 A. M. (same mail)
Kansas City, Mo.	4/28 10:15 A. M.	4/28
St. Louis, Mo.	4/28 8:30 A. M.	4/28 8:30 A. M. (same mail)
Albuquerque, New Mex.	4/29 10 A. M.	4/29 10 A. M. (same mail)
Portland, Oregon	4/30 A. M.	4/30 A. M. (same mail)
Portland, Oregon	4/29	4/29
Pittsburgh, Pa.	4/27 2:30 P. M.	4/27 1:30 P. M. (ahead of 1st class)
Pittsburgh, Pa.	4/27 1:45 P. M.	4/27 9:25 A. M. (ahead of 1st class)
Mitchell, South Dakota	4/28	4/28
Richmond, Virginia	4/27 A. M.	4/27 A. M. (same mail)

2) Recommendations of the Board concerning the rate structure changes will be submitted to Congress on January 3 of each odd-numbered year, beginning with the year 1951.

3) The Board's proposed rate changes will not become effective unless both the House and Senate pass a concurrent resolution of Congressional approval, and in addition, Presidential approval will be required before the changes become operative.

4) If Congress and the President approve the rates, they will become

effective on the first day of October which occurs not less than 60 days after passage of the resolution. *Thus, if H. R. 6441 becomes law in its present form, the first rate changes to be recommended by the newly created Board could not become effective until October 1, 1951.*

5) The policy portion of the Bill provides that cost of penalty and franked mail, other free services and subsidies paid from postal funds under Congressional action shall be separately stated on Post Office

Department books. The Board is also instructed to adjust revenues in order that, "insofar as possible in the light of public interest and consistent with the policies established by Congress", they will be "more nearly equal" to Department expenditures. "The Board in performing its functions should give due consideration to the following policies, among others, as being in accord with the public interest and the general welfare:

- (1) "The preservation of the inherent advantages of the postal service in the promotion of social, commercial, and intellectual intercourse among the people of the United States.
- (2) "The development and maintenance of a postal service adapted to the present, and adaptable to the future needs of the people of the United States.
- (3) "The promotion of adequate, economical and efficient postal service at reasonable charges."

# PRINTING

... for **EXCELLO** provides

the "know how" to assist you in organizing

your art and copy ... determining

your method of printing ... producing your work

economically and quickly. Publications,

catalogs, booklets, direct mail from black

and white to full color ... Now over one million

impressions a day.

Make your next job

**EXCELLO PRESS INC.**



high in quality.

**Van Buren**

**8790**

LITHOGRAPHERS • PRINTERS • BINDERS • 400 NO. HOMAN AVENUE, CHICAGO 24, ILLINOIS •

## ORCHIDS TO READERS ADVERTISERS AND WELL-WISHERS

A YEAR AGO, we gazed into a crystal ball. It told us that *The Reporter* would grow. And it did.\*

SO WE'D like to take time out now to thank our readers for their interest and response to advertising.

WE'D LIKE to thank our advertisers for making possible a bigger and better magazine for direct mail people.

AND THANKS to the well-wishers who have said *The Reporter* is "lookin' up . . . more power to you."

\* During the period from July 1947 to June 1948, *THE REPORTER* carried 35% more advertising than it did during the same months of the previous year. Incidentally, the Direct Mail Directory in each issue of *THE REPORTER* is bringing results. If you sell to direct mail people, you can't go wrong by listing your name . . . \$10.00 for twelve issues.

# One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING  
ONE MAN'S OPINION

It won't be long now until Mr. and Mrs. John Q. Public can turn off their radio, put the cat out and retire to their beds in the peace and tranquility that comes from the knowledge that their jobs are secure.

This job security for John and his wife will come from advertising. They will be assured of this by the Advertising Federation of America in its recently launched campaign. However, the AFA doesn't make any reference in its campaign as to the KIND of advertising that will make jobs secure. While that seems important to me, the experts who planned and created the campaign probably reasoned that the public doesn't give a hoot what kind of advertising it is so long as it "sells more goods to more people."

False and misleading advertising, dishonest and unethical advertising and advertising that irritates and annoys some people has been known to sell more goods for a time, but such advertising has never added to job security, nor to the security of advertising itself.

I should dislike to think that the AFA wants the public to accept or be "grateful" for just *any kind* of advertising that sells more goods to more people, yet its failure to define the *kind* of advertising that promotes job security may create that suspicion in the minds of a growing number of advertising critics.

It would seem to me that a campaign to promote a "better understanding" of advertising should describe fully the *kind* of advertising that not only sells more goods to more people, but builds good will and creates confidence.

The creators of the campaign probably reasoned that the unthinking part of the public is no more curious to know what kind of advertising makes jobs more secure than it is to know the identity of the "eminent

nose and throat specialists" who advise their patients to change to Philip Morris cigarettes; or the "doctors" who have proved that two out of three women can have lovelier complexions in just fourteen days by using Palmolive soap. But I wonder just what the AFA has to gain from that part of the public since it is already sold on advertising that offers so much for so little. It seems to me that the campaign should have been directed at that part of the public that has grown skeptical of all advertising.

Of course I realize that the campaign was produced by an agency headed by a man who has his own "arithmetic of advertising", and who advocates a "school" for those who criticize what that arithmetic has taught him is an "established procedure". But I am at loss to understand how the president of the AFA could give such a campaign his stamp of approval in view of the concern he expressed over the attitude of the rising generation toward just such advertising (*One Advertising Man to Another*, April issue). But maybe president Borton didn't give the campaign his stamp of approval. From a meager news report we learn he was not highly elated over the results of AFA's previous campaign to "Combat Adverse Criticism of Advertising". While he admitted that it was "moderately successful" he pointed only to the number of newspapers and radio stations that carried the advertising.

In this man's opinion, results from the present campaign will be even more difficult to determine, unless taken into consideration are the jobs made secure for critics of such advertising as the AFA is using.

\* \* \*

Advertising that sells more goods to more people is not the only adver-

tising that makes jobs more secure. For example:

An Industrial Magazine Service tells me "How I Can Make Good on Two Jobs at the Same Time", by subscribing to its service. It uses three short paragraphs of a 3-page letter telling me about the service—the rest of the letter is devoted to telling me that I have to gamble a month's fee in order to learn whether or not it will meet my requirements. But, to prove it is just what I want, it gives me correspondence with a plumbing and heating contractor who wanted to see some of the material before he subscribed. The Service convinced this contractor that what it had to offer was just what he wanted, so the contractor risked a month's fee—and sure enough, the material was right down his alley.

The correspondence didn't convince me that material that was good for a plumbing and heating house magazine would be good for house magazines such as I handle, but it did convince me that there was no hope of my seeing a sample of the material without paying for it, so this Service's advertising went toward helping make more secure the job of my waste basket emptier.

\* \* \*

Then, too, there is non-advertising that helps to make such jobs secure. For instance—

I received from a New York envelope concern, via third-class mail, one of its envelopes on which was printed in big type: "IMPORTANT! NOT AN ADVERTISEMENT." Smaller type informed me "This contains latest post office rules and regulations." Being thus assured that it was not advertising, I opened the envelope and found a 36-page booklet. Scattered among these pages were five pages carrying some post office rules and regulations. The other pages catalogued the items the company sells, along with plugs for the quality of the products. The envelope also contained a combination envelope and order form and a business reply card requesting a representative to call. This, too, contributed to the job security of the custodian of my waste basket.

There are many other forms of Advertising and non-Advertising that do not sell more goods to more people

and yet help to make certain jobs more secure. If we're in the mood, we may discuss them at a later date.

## GOLD MEDAL LETTERS

The Dartnell Corporation of Chicago have announced their 1948 Gold Medal Award Winners. Twenty concerns received top award. They are: (And we are sorry we don't have room for all personal names and addresses.)

Jefferson National Life Insurance Company  
Merchant Navy Comforts Service  
Postoffice Department  
Ozark Fisheries, Inc.  
National Folding Box Company, Inc.  
Steep Rock Iron Mines, Ltd.  
Fisher Travel Agency  
Rexair Division, Martin-Parry Corp.  
McDonnell & Miller, Inc.  
Boys' Life Magazine  
R. G. E. Ullman Organization  
Lily-Tulip Cup Corporation  
Detecto Scales, Inc.  
The Oster Mfg. Co.  
Rosenfields  
State Mutual Life Assurance Co.  
Deltex Rug Company  
Domore Chair Company, Inc.  
Borden's Farm Products  
Yeck and Yeck

Really . . . some excellent letters this year. The best opening sentence, in *this reporter's* estimation, was in the contribution solicitation letter sent from the Merchant Navy Comforts Service, in London, to prospects in Chicago.

The opener: "If this letter were human it would be out of breath!"

The next paragraph explains the opener: "It has flown the 4,015 miles from London to Chicago to bring you the story of the 300 orphaned boys and girls of the Royal Merchant Navy School who need 100,000 extra dollars a year to make ends meet."

► D. STUART WEBB, the Direct Mail old timer of 306 N. Gray Street, Baltimore 2, Maryland, is mailing a form letter offering to sell his beautiful country estate. Since the passing of his wife, Emma, he finds it too much to handle and has put it on the block. Clipped to the letter is a 4 page folder describing the house, property, golf course, etc. . . . with six photographs. The letter and folder were sent to Stuart's many customers and contacts. Shouldn't have much trouble selling it.

## 100,000 MAIL ORDER BUYERS

of PERSONALIZED STATIONERY, GREETING CARDS and other imprinted and HOUSEHOLD products. 1947-48 names only.

**\$10 per M**

on gummed labels, or your own mailing piece addressed.

These lists contain names of buyers who have ordered from our own ADS in leading magazines and newspapers.

Among users of our lists are, Life-Time, Inc., Haband, National Shirt Shops, '48 Magazine, Stevens Mfg. Co., Randy Handy Products and many other large direct advertisers.

Male-female and geographical classifications available at no extra cost.

FAST ACCURATE SERVICE

**Gordon Mail Order Co.**

434 NORTH GAY STREET  
BALTIMORE 2, MARYLAND

## FOR A YOUNG MAN WELL GROUNDED IN DIRECT MAIL

A mutual insurance company has an extremely attractive position. We've been selling by mail exclusively since 1934, spending about \$200,000 annually. And have nearly doubled our volume of business each year for the past five. Now we'd like to extend our direct mail efforts, and employ a cracker-jack direct mail man as advertising manager. He will assist the president and have the opportunity of becoming general manager of the firm. Salary open. Send resume of experience, education and background.

Box 62

The Reporter, 17 E. 42nd St., N. Y. 17, N. Y.



AHREND clients benefit — at no greater cost — from 55 years of merchandising-by-mail experience; have won 29 National Awards in the past four years!

For ideas, production and mailing of promotion that pays, consult THE FIRM WITH THE HABIT OF SUCCESS!

**D. H. AHREND CO.**  
333 E. 44th St., N. Y. 17, MU 4-3411



No matter whom you want to reach ... the country's 39 largest corporations employing 20,000 or more employees or the 1,200,000 small businesses employing fewer than 3 persons... Dunhill will get for you their names, addresses, and any or all pertinent information. The country's largest publishers, banks, insurance companies, industrialists, use Dunhill for lists. They can be tailored to your measure, cut to your pocketbook.

**Dunhill List Co. Inc.**

Dept. U, 565 Fifth Av., New York 17  
Plaza 3 - 0833

Branches: Washington, Atlantic City, Chicago

## GOOD FOLLOW-UP SYSTEM

Mary Ellen Clancey, 250 Park Avenue, New York 17, N. Y. thinks the follow-up system used by Black, Starr & Gorham, Inc., New York is tops. We agree. They make a record of gift purchases ... indicating whether it is birthday, anniversary, wedding or what-have-you kind of gift. Here's a copy of the personally typewritten letter Miss Clancey received on May 16th:

Dear Miss Clancey:

Last year, on May twenty-third, I was pleased to receive your order for one salad spoon and fork in the Sovereign pattern.

These were sent to Miss Sara Estherson on that same date as—I believe—a birthday present.

If you are planning to order a gift for the occasion this year, I shall be very glad to carry out any instructions that you may wish to give me.

Very truly yours,

W. S. Rogers

## A LITHOGRAPHER HELPS CUSTOMERS FIGHT COSTS

The advertising and graphic arts press last month saw tangible evidence of another lithographer's answer to the spiralling cost of printing. We were shown through the new, ultra-streamlined plant of the National Process Company, Clifton, New Jersey.

And it's a sight for cost-weary eyes. Into 156,000 square feet, which during World War II was the Wright Propeller factory, President George E. Loder moved almost his entire New York City operation.

With this move, he accomplished five things:

1. Lowered considerably cost per square foot, by moving out of high-rent New York to industry-eager New Jersey.
2. Left behind the traffic-jams of Manhattan which both increased trucking costs and slowed down delivery.
3. Gave labor a lot less to kick about with substantial improvements in working

conditions ... light, cool and uncrowded plant with recreational facilities.

4. Organized plant according to finest methods of work flow ... paper and plates meet together from two directions at single line-up of 15 high speed presses.
5. Provided more space and materials for more extensive research into improving the lithographic process, especially with color separation work.

This combination is speeding up production and reducing costs. The resulting advantages are being passed along to customers in the way of better quality at lower cost.

Climax of the day's tour was when A. J. Fay, Vice-President in charge of Sales, and William Elliott, Sales Promotion Manager, handed out lithographed reproductions of the press party picture, taken only three hours before on arrival at the plant.

Hats off to National Process for another answer to high printing costs.

## PLASTIC GADGETS

The new colorful plastic gadgets manufactured by Hewig Co., 45 West 45th Street, New York 19, N. Y. are eye-openers. They are light in weight ... can be tipped-on by dabbing back of gadget with cleaning fluid.

One of the best letters we've received using the new plastics is from Continental Tooling Service, Inc., 19 West 4th Street, Dayton 2, Ohio. Tipped at top of letter are a red plastic dog and fire hydrant. Underneath ... "We Ought to Get Together". Another example has a bright green plastic baseball bat stuck on four-page folder from Lobel-Williams—printers—313 West 37th Street, New York 18, N. Y. Copy reads ... "Now is the time to go to bat." Both are hard to miss.

## DOUBLE TALK

Why don't copy writers decide what they want to say, and why before getting started with a lot of double talk?

Here are first two paragraphs of a recent mimeographed form letter

THE REPORTER OF DIRECT MAIL ADVERTISING



sent to a general list:

Dear Friend:

Knowing you to be one of the outstanding leaders in your community, I have taken the liberty of sending you our new Oakite Emulsification Booklet, which in our humble opinion clearly illustrates the sound principles of modern household cleaning.

Realizing the important work and time you devote to the welfare of your good community, I feel quite sure that the enclosed booklet will prove to be most helpful.

Those two paragraphs are a good (or bad) example of the inappropriate use of insincere flattery. And what connection between flattery and product?

## TALKING TO THE TEENS

*Reporter's Note:* Following is an article that is worth repeating . . . from "Viewpoint", Green & Brodie, 420 Madison Ave., New York 17, N. Y.

If you've ever explored the magazines edited for teen-age girls, you may have experienced the same let-down we've been feeling for a long while.

Only a few advertisers, we've found, talk to their jive-set prospects in the language which the youngsters themselves have just about adopted as standard. Not that it's a language we'd recommend to businessmen for their own conversations; but—like it or not—it's the language the teen-agers use.

A glance through the latest issues

of two of the magazines we're talking about gives proof enough of what we consider a serious oversight. "... dazzling as a Roman candle!" cries an ad for a colorful two-piece cotton dress. We think that something like "You'll be date bait in this mad plaid!" would get a lot more attention.

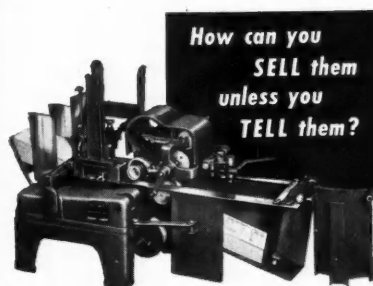
But most advertisers go on blithely ignoring the colorful new patois; their messages talk of hats that will make the wearer look "pretty," instead of "dreamy," and lingerie that's "alluring," rather than "super," and so on.

Occasionally — too occasionally — there's an exception. A word-wise camera company uses a picture of a teen-ager about to photograph a group of friends sprawled all over a jeep, with the headline, "Smile, slaves —snaps are coming up!" Significantly, the firm is one of the country's largest and most successful advertisers.

Another aware organization sells its shoes with the line, "Cute Tricks For Slick Chicks . . ." while still another—a motion picture company—has the wit to plug its newest product by saying, "It's a Groovy Movie!"

But these are the all-too-rare exceptions. And we suspect that the advertisers who address teen-agers in terms youngsters consider "icky" are losing sales to their more astute competitors.

If you doubt it, consider some of the changes the jivesters have wrought in what was once the King's English. You can probably remember, as we can, when loving couples "spooned," and then later when they



This Elliott Cardvertiser is the only machine in the world that both prints and addresses Post Cards and its speed is spectacular.

The period of hard-to-get Merchandise is changing to a period of hard-to-get Customers—and it is time for all business men to consider what and how they will advertise.

Newspaper and costly mail advertising is dominated by big business. But if you have the ability to compile a mailing list and tell your story on a penny post card, this Elliott Cardvertiser will save your business because it will get hundreds of accurately addressed and perfectly printed post cards into your nearest mail box within one hour of the moment you conceive the thought.

May we send you copies of letters showing how the Elliott Cardvertiser has saved and built many retail businesses selling exactly what you sell?

The Elliott Addressing Machine Company  
127 Albany Street, Cambridge 39, Mass.

LICK an ENVELOPE  
and LIKE IT!



We admit

A postage meter doesn't know the difference but YOUR CUSTOMER who uses BRE'S\* knows you can taste the clean, fresh mint flavor on the seal flap of Sheppard Quality Envelopes. Specify SHEPPARD for your next business reply envelope order. Write dept. 38.

\*Business Reply Envelopes

**Sheppard**  
correct-use envelopes

Mfd. by SHEPPARD ENVELOPE COMPANY  
One Envelope Terrace, Worcester 4, Mass.  
N. Y. Office: 25 East 26th St., N. Y. 10, N. Y.  
Phone: Murray Hill 3-8160-61

## TESTED MAILING LISTS

### JEWISH LISTS

- 100 M Contributors
- 5 M Rabbis
- 13 M Community Leaders
- 9 M Bookclub Subscribers
- 30 M Wealthy Women
- 6 M Institutions

### PROFESSIONALS

- 63 M Phi Beta Kappa
- 135 M Musicians
- 42 M Negroes
- 71 M Politicians
- 5 M Artists & Illustrators
- 10 M Photographers

#6 in  
a series  
of 12

FREE catalogue of other tested lists

**Industrial List Bureau**

45 ASTOR PLACE

GRamercy 7-5169

NEW YORK 3, N. Y.

## 100,000 Offset Copies in 24 Hours

New High Speed Rotary Offset Presses make this fast service possible . . . at a saving in price! Use it on your current job.

8½" x 11", one side, black ink, 16 lb. Sulphite Bond	
15,000-----	\$42.00
10,000-----	\$30.00
5,000-----	\$17.75
2,500-----	\$12.75

F.O.B., New York City

## DUO PROCESS CORP.

112 Broad St. New York 4, N. Y.  
Whitehall 4-4009

# SOY YO!

Is not the Marines' battle cry. In Spanish it means: I'm the man! Five years with one of the largest direct mail users in Latin America, producing (writing and rough layout) brochures, catalogues, leaflets with sizzle and punch and sales results. I'd like to show those whose products might successfully combine with my services samples of what I have done with

## DIRECT MAIL IN Latin American Markets

Box 61, The Reporter, 17 E. 42 St., N. Y. 17

## MAILING LISTS ON LABELS

### Nationwide—Immediate Delivery!

3,292 Golf, Country Clubs-----	\$16.46
698 Yacht Clubs-----	5.00
8,966 Catholic Schools-----	44.83
1,770 Y.M.C.A.'s-----	8.85
1,141 Private Schools-----	5.71
1,839 Colleges, Universities-----	6.98
768 Fed., City, State Purch. Agencies--	5.00
4,176 Hospitals (non-Govt.)-----	15.88
7,650 Hotels-----	29.45
2,040 America's Finest Eating Places--	10.20
670 Railroads-----	5.00
530 Savings Banks-----	5.00
1,050 N.Y.C. Realty Mgmt. Cos. (buyers)	5.25
622 Insurance Cos. (Fire, Life, Cas.)--	5.00
2,452 Advertising Agencies-----	12.26

Check With Order, Please, or C.O.D.  
Other Lists Available! Accuracy Guaranteed!

## LIST-MASTERS

303 W. 54 St., N. Y. 19, Dep. RD, Cl 6-5584

## SAWDON SELF-MAILERS

THE 4-IN-1 UNIT FOR EVERY DIRECT MAIL USE

OUTGOING ENVELOPE, SALES LETTER,  
ORDER OR REMITTANCE FORM,  
RETURN ENVELOPE.

DELIVERED PRINTED, FOLDED, AND SEALED;  
READY FOR ADDRESSING.

WRITE FOR SAMPLES AND INFORMATION

The Sawdon Company, Inc.  
480 Lexington Ave., New York 17, N.Y.

"necked." Today, we discover, they "catch monk," "goo it," "do homework," or "study anatomy in Braille." And the "hot number" of yesterday is a "potent pigeon," a "hubba Hedy," a "rocket bomb." An unattractive lass, on the other hand, is "goon bait," a "junior mess," a "Mona Lizard."

Those few examples should convince even the most reluctant advertiser that it's as wise to address the jive market in its own new language as it is to address the readers of *Le Monde* in French. Or, to put it all another way: If you want to sell a teen queen, don't drool, fool—use that *live jive*!

## ANTS . . .

## INSIDE OR OUTSIDE?

The REPORTER staff was tickled by letter reproduced in April issue of Efficiency Magazine, 359-361 Euston Road, London N. W. 1. A South African subscriber sent it to owner Herbert Casson.

"Here is a copy of a letter," he says, "sent by the Superintendent of a State Department to the Prime Minister's Office":

"Following information from your office that you are unable to issue carbon bisulphide for use in ant control, request was made of the Public Works Department.

"They informed me they could only issue the poison if ant to be exterminated was outside the building. If inside the building such poison should come from Health Department.

"It is difficult to determine intentions of ants we are trying to exterminate. Some live inside and wander outside for food while some live outside and forage inside for food. It is a problem to decide which ant comes from without and is a Works ant and which ant comes from within and is a Health ant.

"Some of our ants appear to be going in circles and others wander about at random. Such tactics are confusing and might result in a Works ant being exterminated with Health poison or a Health ant being killed with Works poison which would be contrary to the Regulations and result in extensive investigation and correspondence.

"In view of the fact that Works poison has been found to kill any ant just as dead as Health poison and vice versa, request is made that your office draw identical poisons from both Public Works and Health Departments and mix same so that there will be no way of knowing which poison killed ants."

## BIGGEST CUT-OUT PROMOTION PIECE . . .

we have ever seen was recently issued by The Warren Company, Inc., 905 Memorial Drive, S.E., Atlanta, Georgia. It was printed on extra heavy weight coated stock. Entire piece printed in full colors on sheet measuring 22½" x 36". When folded for insertion in envelope, measures 11¼" x 18". Piece is designed to advertise the Warren commercial refrigerator. When you open up the first fold, a complete refrigerator unit pops up in three dimensions in a retail store setting. When open again to full size of sheet, the reverse printing on the die-cut pop-up section shows the interior of the refrigerator unit in its proper perspective.

It is a skillful and realistic job. Was created and produced by Higgins McArthur Company of Atlanta, Georgia.

## CONCERNING PATENTS IN DIRECT MAIL

Hurrah! At last THE REPORTER has a fellow fighter in its campaign to expose the ridiculous racket in Direct Mail patents. Roger J. Clapp, advertising manager of Linton Brothers & Company, Fitchburg, Massachusetts sent the following bulletin on May 3rd to his printer customers who buy Linton Bristols.

Subject: PATENTED DIE-CUT PIECES

Some of your customers who saw the full color, sound motion picture—"The Pulling Power of Printing Bristol"—were interested in "Molly's Fish & Chip Shop" menu, in which a fish opens and closes his mouth when the menu is opened and closed. A few who examined the actual piece called our attention to the fact that it is patented, and asked whether it would be possible for them to utilize this idea without running afoul of the patent.

We have copy of this patent in our files. It was issued May 26, 1925, and has expired.

Generally speaking few die-cut, pop-up and motion pieces are now patented or

patentable. Most of those patents which have been issued have either expired or can be proven to have had previous usage; so your customers should be relatively free to use the ideas.

To be on the safe side, however, when your customers have questions on the use of any piece, contact us. In addition, send us copies of all patented pieces you may see with their patent numbers so that we may investigate their legality.

This is a subject of importance to both you and your customers. Will you cooperate and help follow this through?

The patent subject is popping up again at frequent intervals. Just recently a new patentee brought in samples of his new patented self-mailer, with a die-cut corner window revealing the name and address on a return postcard. The patent office had actually granted a patent but the piece itself violates the postal regulations covering "windows". And the die-cutting itself wasn't even new or original. THE REPORTER advises all readers to be very skeptical of patented mailing pieces.

## REAL SHOWMANSHIP

Congratulations to Business Week on a really brilliant piece of showmanship in promotion. In many offices visited by this reporter, a recent Business Week mailing was either on top of the desk, or being passed around for inspection. One recipient claimed it was the best promotion piece received in the past year, and made all others look pretty stereotyped.

The envelope bore a Chinese stamp. There was a Shanghai postmark. Inside, a letterhead printed with Chinese characters with a small illustration of Business Week. Stapled to the letterhead was a one hundred yuan note. Certainly an attention-getter. The letter is good enough to reproduce here:

Dear Sir:

This \$100 is for you. I've sent it to focus your attention on what is happening in China.

In China, this one hundred dollars will buy you just about nothing. A pack of native cigarettes costs \$1.900. A loaf of bread, \$2.400. Unbelievable? Well, it's fact. China today is the scene of a great and complex economic upheaval. It will

take this nation years of struggling to regain a balanced economy.

My function as Business Week's Shanghai correspondent is to watch, analyze, and report upon these developments.

This news in Business Week not only gives American management an on-the-spot account of the causes that led to China's plight—it also brings to light the possible economic pitfalls in dealing with China, and with Chinese companies. It is well to be fortified with a knowledge of this country's economy, based upon authentic facts.

Many of China's new long range policies are creating new markets for American production techniques, machinery and equipment.

It is news that may now, or soon, be of use to you and your associates . . . news you will find in the Business Abroad columns of Business Week.

Sincerely,

Alpheus W. Jessup  
Shanghai Bureau

Some promotion people say that gadgets will not work, but in this case we believe the designers hit a natural. We checked up with Herman Sturm at Business Week to find out a little bit more about this mailing. He tells us it was just one in a series of promotion mailings made to advertising agencies and selected national advertisers to concentrate their attention on the world-wide coverage of Business Week. In addition to the Shanghai mailing . . . letters were also sent from Australia, Sweden, India, South America and other points around the globe. We hear that the complications were rather trying. The letters were processed in the United States and shipped to the foreign points. Business Week's representative there had to arrange for the stamping and mailing. At some of the points, government officials had never heard of such a use of the mail and were reluctant to dispatch the pieces. But according to all reports the effort was very much worth while. No definite way to trace results, but the personal reactions have been excellent.

## A DIRECT MAIL CENTER

The first Direct Mail Center of Great Britain was opened last month in London by the St. Giles Publishing Co., Ltd. . . . under the guidance of Martin H. Perry . . . one of the lead-

## LIST PROBLEMS

If, as and when you have one consult the old Missouri Mail Order Sage, the Gotham Mailing List Wizard (even his competitors admit it and call him a different name).

Send for our recommendations. Register your lists with us.

A copy of Drey's Mailing List Visitor, Free upon request.

**WALTER DREY, List Broker**

566 Seventh Ave., New York 18, N. Y.  
Tel. LO 5-7537



**FREE!** Increase readership of your ads with LIFE-like EYE-CATCHER photos. Used by biggest advertisers. Nothing like them anywhere. 100 new subjects monthly. Low Cost Mat or Glossy Print plan. Write for new FREE proofs No. 112. No obligations.

**EYE-CATCHERS, Inc.**

10 East 38th St. New York 16

# BY

By the time you think about it, Christmas is here. Plan your profitable Sept., Oct., Nov. mailings now. Ideas — art — copy. Prod'n. Top talent.

Hanley Norins  
THE FREE-LANCER  
Rm. 701, 401 B'way  
New York 13

## WANTED

### USED STYLE "B"

### Addressograph Frames

Either stripped or with your old plates—and we will strip them

Also any other Addressograph, Elliott Multigraph, Mimeograph and other Equipment and Supplies

#### IMMEDIATE CASH PAYMENT

Write us what you have, giving quantity, condition, serial and model numbers of machinery. Send sample of addressograph frame or plate.

Dept. "R"

**LEWIS CO.** 16-20 S. Gay Street  
Baltimore 2, Md.

want replies?

## PERTUSSIN

gets them  
by using

the **REPLY-O LETTER**



Write to the

**REPLY-O PRODUCTS CO.**

150 WEST 22nd St., NEW YORK 11

ing Direct Mail personalities in Great Britain.

THE REPORTER is behind the Center 100% . . . and wishes it the best of luck.

It looks like the new Direct Mail Center will succeed . . . of course, only if it gets the whole-hearted support of the Direct Mail fraternity in the country. No trade center can sustain itself if it doesn't get enthusiasm behind it.

The opening of the Center took place on April 29th. Instead of boring speeches that usually coincide with such "debuts" . . . Martin Perry distributed 4 page mimeographed pamphlets with a description of the Center and his "speech" inside.

The Center provides a permanent exhibition of Direct Mail in Great Britain . . . a place where an advertiser and his agency may study Direct Mail. Every conceivable type of mailing and printing process that can be used for Direct Mail is on display. In short . . . it's a complete showing of the top efforts of Great

Britain and other countries . . . ready for inspection and comparison.

Printers are cooperating toward the success of the Center by providing samples of various types of print and methods of printing.

At this point THE REPORTER can't help wondering what is wrong with the Direct Mailers over here. It's obvious that if an industry with as small a budget (compared to the U. S.) as the British Direct Mail group is able to have a Direct Mail Center . . . we (with a tremendous \$816,130,000 outlay for 1947) should at least do as well.

THE REPORTER sponsored a similar Center in New York in 1939 and 1940 . . . but adverse factors were just too strong at the time.

Well, the war's over now and people seem to be getting more and more interested in Direct Mail as an advertising media. There's no doubt that we need a permanent Center here in the U. S. for the display and study of Direct Mail in all its forms. It's a job for the DMAA.

When you  
need a

**BIRTH  
LIST**

*Remember*  
**WM. F. RUPERT**

Compiler of national birth  
lists **EXCLUSIVELY** for the  
past fifty years.

90 Fifth Ave., New York 11  
CH 2-3757

**MAGIC WORDS**  
*That Sell by Mail*

Let us put to work for you certain "magic" words that get maximum orders for meritorious products. We are a fully recognized advertising agency with a staff of top-flight mail order specialists. Established 1926.

**ARTWIL COMPANY, Advertising**  
24-R West 48th St., New York 19, New York  
PLaza 7-1355

**35,055**

**INDUSTRIAL FIRMS**

EMPLOYING 50 OR MORE

WE WILL ADDRESS ALL OR PART

**\$15.00 PER THOUSAND  
GUARANTEED**

INQUIRIES FROM BROKERS INVITED

MAIL ORDER DEPT.

**GARFIELD'S**

15 W. 37th St., N. Y. 18  
LO 4-1800 . . .

## OH-H-H MY!

Printers' Ink for April 30, 1948 published its annual estimate of Advertising Volume in 1947 . . . compiled by Dr. Hans Zeisel who took over from the late Dr. Weld.

Direct Mail, as usual, looks pretty silly down in the dog house as a result of using the figures we've complained about for so long.

Out of a 3078.2 million estimate . . . Direct Mail is given 482.7 or 12.5%. Of course "miscellaneous" is granted 814.8 million or 21.0% . . . which may cover a lot of statistical sins.

THE REPORTER still claims that its figures for Direct Mail volume are more accurate (and more provable) than any other figures. (See January and February 1948 REPORTER.) Direct Mail in 1947 approximated 806 million, and with non-mailed direct advertising totaled 1,020 million. About 26.5% of the annual advertising budget.

Too bad we can't get these advertising figures straight.

## MERCHANDISING ADVERTISING

John T. McKenzie of Standard & Poor's Corporation (345 Hudson Street, New York 14, N. Y.), sends us first two issues of his new bulletin "Advertising in Action." It's used to merchandise their advertising to customers . . . to provide a medium for an exchange of business-building ideas.

Mimeographed . . . 8½" x 14".  
Four sheets stapled together.

Interesting item in first issue:

Eighteen million (18,000,000) mailing pieces and nine hundred (900) newspaper ads were released by S & P in 1947—a successful campaign—over 100,000 leads, that paid \$1.00 each for samples of services, were received . . . with a wonderful percentage of closings.

Now, without catching a second breath, we're busy preparing the nineteen million (19,000,000) mailing pieces and one thousand (1,000) S & P newspaper ads for 1948. Yes, this year our advertising will be placed before investors from Bath, Maine, to Miami, Florida; from New York City to San Diego, California.

Over 50,350,000 sales words at work for brokers and dealers in January, 1948—something like 605,000,000 for the year.

This month 68 newspaper ads (100 and 200 lines)—(638,500) mailing pieces on The Outlook, Poor's Investment Advisory Service, Bond Outlook, Railroad Service, Listed Stock Reports and Poor's Register of Directors and Executives.

20 Low-Priced Stocks That Do Better Than the Market in Advances. 10 Stocks With Special Growth Potentials. 9 Stocks for Appreciation and Income. Confidential List of 113 Stocks Rated "Buy." 10 Dividend Payers Selling Under 25, are being featured.

All calculated to stimulate action for brokers and dealers.

And "Advertising in Action" sure plugs Direct Mail in a big way.

Thanks!

► THE 1948 EDITION of "Selling to Restaurants and Hotels," published by Ahrens Publishing Company, 71 Vanderbilt Avenue, New York 17, N. Y., is now available for the asking. Anyone interested in selling or advertising to restaurants and hotels should get hold of this 96 page, pocket-size manual . . . loaded with current facts, figures, charts, graphs and tables about the restaurant and hotel businesses. Includes plenty of advertising copy ideas. A must for above-named men. Just send in request on company stationery.



# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING SERVICE

De Groodt and Associates, Inc. .... 8729-78th St., Woodhaven 21, N. Y.  
Garfield's ..... 15 West 37th St., New York 18, N. Y.

## ADDRESSING-TRADE

Shapins Typing Service ..... 68-12 Roosevelt Avenue, Woodside, N. Y.

## ART, COPY & LAYOUT SERVICE

Hanley Norins ..... Rm. 701, 401 Broadway, New York 13, N. Y.

## BOOKS

Graphic Books, Inc. .... 17 East 42nd St., New York 17, N. Y.

## DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc. .... 325 East 44th St., New York 17, N. Y.  
Artwil Company ..... 22 West 48th St., New York 19, N. Y.  
Will Burgess and Company ..... 386 Fourth Ave., New York 16, N. Y.  
Duffy & Fabry, Inc. .... 633 N. Water St., Milwaukee 2, Wis.  
Kent Associates, Inc. .... 30 Irving Place, New York 3, N. Y.  
Reply-O Products Company ..... 150 West 22nd St., New York 11, N. Y.  
Philip I. Ross Company ..... 38 East 57th St., New York 22, N. Y.  
Tested Sales Producers, Inc. .... 131 West 53rd St., New York 19, N. Y.

## DIRECT MAIL TRAINING COURSE

Henry Hoke ..... 17 East 42nd St., New York 17, N. Y.

## ENGRAVERS

Pioneer-Moss, Inc. .... 460 West 34th St., New York 1, N. Y.

## ENVELOPES

Atlanta Envelope Company ..... Post Office Box 1267, Atlanta 1, Ga.  
Cupples-Hesse Corp. .... 4175 N. Kingshighway Blvd., St. Louis 15, Mo.  
Samuel Cupples Envelope Co., Inc. .... 360 Furman St., Brooklyn 2, N. Y.  
Curtis 1000, Inc. .... 380 Capital Ave., Hartford 6, Conn.  
Direct Mail Envelope Co., Inc. .... 15 West 20th St., New York 11, N. Y.  
The Sawdon Company, Inc. .... 480 Lexington Ave., New York 17, N. Y.  
Sheppard Envelope Company ..... 1 Envelope Terrace, Worcester 4, Mass.  
Tension Envelope Corporation ..... 345 Hudson St., New York 14, N. Y.  
The Wolf Envelope Company ..... 1749-81 E. 22nd St., Cleveland 1, Ohio

## EQUIPMENT WANTED

Lewis Advertising Company ..... 16-20 South Gay St., Baltimore 2, Md.

## HAND COLORING

Reba Martin, Inc. .... 145 West 45th St., New York 19, N. Y.

## INKS

Interchemical Corporation ..... 350 Fifth Ave., New York 1, N. Y.

Hewig Company ..... 45 West 45th St., New York 19, N. Y.

## LETTER GADGETS

Eureka Specialty Printing Co. .... Scranton, Pa.

## MAIL ADDRESSING STICKERS

Advertisers Mailing Service ..... 915 Broadway, New York 10, N. Y.

## MAIL ADVERTISING SERVICES

Graphic Letter Service ..... 62 West 47th St., New York 19, N. Y.  
Kent Associates, Inc. .... 30 Irving Place, New York 3, N. Y.  
Willis Services ..... 33 West Hubbard St., Chicago 10, Ill.  
Woodington Mail Adv. Ser., Inc. .... 1316 Arch Street, Phila. 7, Pa.

## MAIL ADVERTISING SERVICES (Cont.)

The Mason Box Company ..... Attleboro Falls, Mass.

## MAILING BOXES & CONTAINERS

## MAILING LISTS

D-R Special List Bureau ..... 90 Broad St., Boston 10, Mass.  
Walter Drey ..... 568-7th Ave., New York 18, N. Y.  
Dunhill List Company ..... 565 Fifth Ave., New York 17, N. Y.  
Fisher-Stevens Service, Inc. .... 345 Hudson St., New York 14, N. Y.  
Gordon Mail Order Company ..... 434 North Gay St., Baltimore 2, Md.  
Industrial List Bureau ..... 45 Astor Place, New York 3, N. Y.  
List Masters ..... 303 West 54th St., New York 19, N. Y.  
J. R. Monty's Turf Fan Lists ..... 201 East 46th St., New York 17, N. Y.  
Mosely Selective List Service ..... 38 Newbury St., Boston 16, Mass.  
W. S. Ponton, Inc. .... 635 Avenue of the Americas, New York 11, N. Y.  
Wm. F. Rupert ..... 90 Fifth Ave., New York 11, N. Y.

## METERED MAIL EQUIPMENT

Pitney-Bowes, Inc. .... Stamford, Connecticut

## PAPER MANUFACTURERS

International Paper Company ..... 220 East 42nd St., New York 17, N. Y.  
The Mead Corporation ..... 230 Park Ave., New York 17, N. Y.  
Rising Paper Company ..... West Springfield, Massachusetts

## PHOTOGRAPHS

Eye Catchers, Inc. .... 10 East 38th St., New York 16, N. Y.

## PLATES & STENCILS

Remington Rand, Inc. .... 2 Main St., Bridgeport 1, Conn.

## POSTCARDS

Reba Martin Kolorcards ..... 145 West 45th St., New York 19, N. Y.

## PRINTERS & LITHOGRAPHERS

Brooklyn Press ..... 335 Adams St., Brooklyn 1, New York  
Duo Process Corporation ..... 112 Broad St., New York 4, N. Y.  
Excello Press, Inc. .... 400 North Homan Ave., Chicago 24, Ill.

## SEALING & MAILING MACHINES

Seal-O-Matic Machine Mfg. Co., Inc. .... South Hackensack, New Jersey

## THERMOGRAPHERS

Ahrendt, Inc. .... 333 Sixth Ave., New York 14, N. Y.

## TYPE FACES

American Typé Founders Sales Corp. .... Elizabeth, N. J.

## TYPEWRITERS

Varl-Typer ..... 333 Avenue of the Americas, New York 14, N. Y.

## VACATIONS

Happy Acres Vacation Club ..... Middlefield 1, Conn.

## CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines.

## ADVERTISING AGENCIES

SELL YOUR PRODUCT BY MAIL with pulling direct selling ads in newspapers and magazines. Publishers' rates all publications. Martin Advertising Agency, 15P E. 40th St., New York 16, N. Y. Est. 1923.

## DIRECT MAIL LETTERS

LETTERS BY GEORGE! Really sell. Cost-plus plan insures better returns. Results guaranteed. Dartnell Better Letter Award winner '47. Geo. Feltner, Box 4207, So. Station, Denver 9, Colorado.

## FOR SALE

COMPLETE Letter Shop operating at a profit in a live town, full cash price \$5,000. Patrick, 2929 Rockefeller, Everett, Wash.

5 L. C. SMITH STENCIL CUTTING MACHINES. Series 2030000. Perfect condition. \$150 each. Tradetype, Inc., 24 South Grove St., Freeport, N. Y.

## MAILING LISTS

10,000 WOMEN MAIL ORDER BUYERS. Active Customer List. For full details write: George Lenhoff, Lincoln 8, Nebr.

## MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligrph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

## POST CARD ADVERTISING

IF YOU would like to see a SAMPLE of a PENNY post card that is doing a WHALE of a SELLING JOB (may even sell you) drop a card to The House of Dyal, 30 Irving Place, New York 3, N. Y. No obligation, and NO FOLLOW-UP, unless requested.

## PRODUCTION MANAGER WANTED

MEDIUM SIZED LETTERSHOP in Manhattan. Full knowledge of all lettershop processes and mailing. Wide knowledge of offset (multiliths, plate-making, color-work) required. Ability to assist and advise in estimating and customer-contacts very valuable asset. What we want is real "know-how" and experience, plus dependability. The right man can create a wonderful opportunity for himself. Kent Associates, 30 Irving Place (at 16th Street), New York City. Phone Gramercy 7-3133.

## SITUATION WANTED

DIRECT MAIL FACTOTUM—Copywriting in sel-lingo and top notch production. Exp. in books, novelties, printing specialty. 28, single, B.A. See samples! PR 3-5129; J. Glaser, 744 Crown, Brooklyn 13, N. Y.

## VARITYPING

LAUDER BROS. Day and Night Service. Walker 5-7931. 171 Bowery, New York 2, N. Y.

A shabbily dressed person was standing in front of a block of flats. From a window above an old lady noticed that several people stopped and gave him money. The scene touched her deeply. She wrote on a piece of paper, "Take Courage," put it in an envelope and added a two dollar bill, and tossed it to the man.

That evening the man came to her and whispered:

"Here are your \$40 dollars, madam. 'Take Courage' won at 20 to 1."  
—from "Time Out" h.m. of the Steel City Electric Co., Columbus Ave., Pittsburgh 12, Pa.

Oscar: "I turned out the lights—now let's pretend we're in heaven."

Mamie: "But, honey, I'm no angel."

Oscar: "I know—that's why I turned out the lights."

—from "In Transit" h.m. of the Atlanta Envelope Company, Atlanta 1, Ga.



► **STRATHMORE PAPER'S** recent portfolio introducing their Double Deckle papers . . . is one of the best looking we've seen for months. Besides the customary swatches of paper . . . inside are eight samples of what can be done with this two color paper by different foldings. A menu, announcements, brochures and booklets. You ought to see the three-color effect with one-color printing. Really fine material for any idea file.



► **OVER A 50% RETURN** was received by Hotel Phillips, Kansas City 6, Missouri on a mailing sent out last Fall to correct credit cards. Letter held, in die-cut slot at top, a credit card for personal use . . . and at bottom the hotel's record of credit clipped on. Sales Manager Bea Kennedy explained that of a total of 9,312 mailed . . . 4,895 cards were returned, corrected. Can't blame her for being pleased.



► **HOTEL BISMARCK** of Chicago has produced a portfolio that is making a big hit among all its friends. Size is 8"x14" and holds twelve beautifully prepared sheets of hand-made foolscap of same size . . . one for each month of the year. Text starts, "Happy birthday! . . . and a few facts about your birthday month." Then continues to give brief history of the birth month. In two colors . . . with original illustration on each page by Joseph Feher. Beautiful work.



► **WE JOIN IN MOURNING** the death of Father Flanagan . . . founder of Boys Town . . . who had such faith in humanity . . . who cared so little about race or creed. His solicitation letters were always of the highest calibre . . . and a credit to Direct Mail promotion. The world has lost a great personality.



► **A LARGE** label manufacturer recently mailed a multigraphed form letter to 2300 advertising agencies . . . drumming up business, naturally, for labels. The letter states that this company wants to

serve the clients of the agencies. It continues: "This can be done through you or direct with your clients, and we will compensate you according to your directions. (You understand what we mean.)" Meaning "graft" we suppose.

The last paragraph is a lulu: "You as an advertising agency will appreciate how much we desire a big percentage return from this letter. Thank you."



► **THE SPRING 1948 ISSUE** of the Defender News, house magazine of Photo Products Department, E. I. duPont de Nemours & Co., Wilmington 98, Delaware should please any photo fan. 20 pages, 8½"x11". Contains fine photographs with descriptive copy. Also a few short items explaining the complications of advertising photography.



► **WANT TO KNOW** how big a market there is for corsets and brassieres? Haire Specialized Business Papers, 1170 Broadway, New York 1, N. Y. have just mailed a statistical map of the U.S., 17"x22" . . . with all the dope about potential \$320,000,000 market. If any reader is interested write on letterhead for free copy.



► **LAST MONTH THE REPORTER** told of the welcome salesmen receive at the Superior Coach Corporation's offices in Lima, Ohio. Another company that distributes "Welcome Mat" booklets to office visitors . . . The Otis Hidden Company, 527-535 West Main Street, Louisville 2, Kentucky. A 6"x9" four page booklet . . . titled "Our Welcome Mat is Always Out." Inside . . . "and you are always welcome." Local map on back cover.



► **IN APRIL ISSUE** of THE REPORTER we ran a story about the new, die-cut embossed *Northernaire* letterhead. Since that time we've discovered that this beautiful letterhead was designed by Ephraim F. Welk, 757 North Broadway, Milwaukee, Wisconsin. Congratulations again on a fine job and we are glad to give credit to the designer.



► **AN INTERESTING BROCHURE**, distributed by A. H. Heisey & Co., Newark, Ohio is directed at newly married couples. Advertising its crystal patterns . . . a 7"x9", 16 page, two-color booklet with die-cut slot in back cover. Inserted are 17 3½"x6" sheets . . . each devoted to one particular pattern. Fine reproductions. The booklet outlines the history of glassware, how to tell good quality glass and gives some good hints on what patterns to use with different surroundings.

► **THE "DUO-COLOR GUIDE"** produced by the Graphic Publishing Company, Inc., 22 Bond Street, New York 12, N. Y. is a whale of a job. There are 76 pages showing all sorts of combinations of color and black, and 24 pages devoted to combinations of different colors. Each page has 42 rectangular screen combinations. Makes it possible to see all possibilities in two-color printing.



► **JUST PUBLISHED . . . 151** pages packed full of 1200 sources of mailing lists . . . The Darnell Directory of Mailing List Sources, by The Darnell Corporation, 4660 Ravenswood Ave., Chicago, Ill. It's a big, 9"x11¼", spiral bound book. All sorts of information about the lists . . . date of publication, number of names, cost, distribution control, frequency of issue and address of publisher. An extensive work. Price . . . \$5.00.



► **AN UNUSUAL BANK LETTER** by the Corn Exchange National Bank and Trust Company of Philadelphia, Pennsylvania has a 2½"x4" photo of an ear of corn in bowl under the letterhead. Then reads: "Now you know—the kernels in the corn totalled 479" . . . and goes on to thank recipient for stopping at their booth during a Home Show to guess the number of kernels. Relief from stuffy bank letters. Created by George J. Watts, Jr.



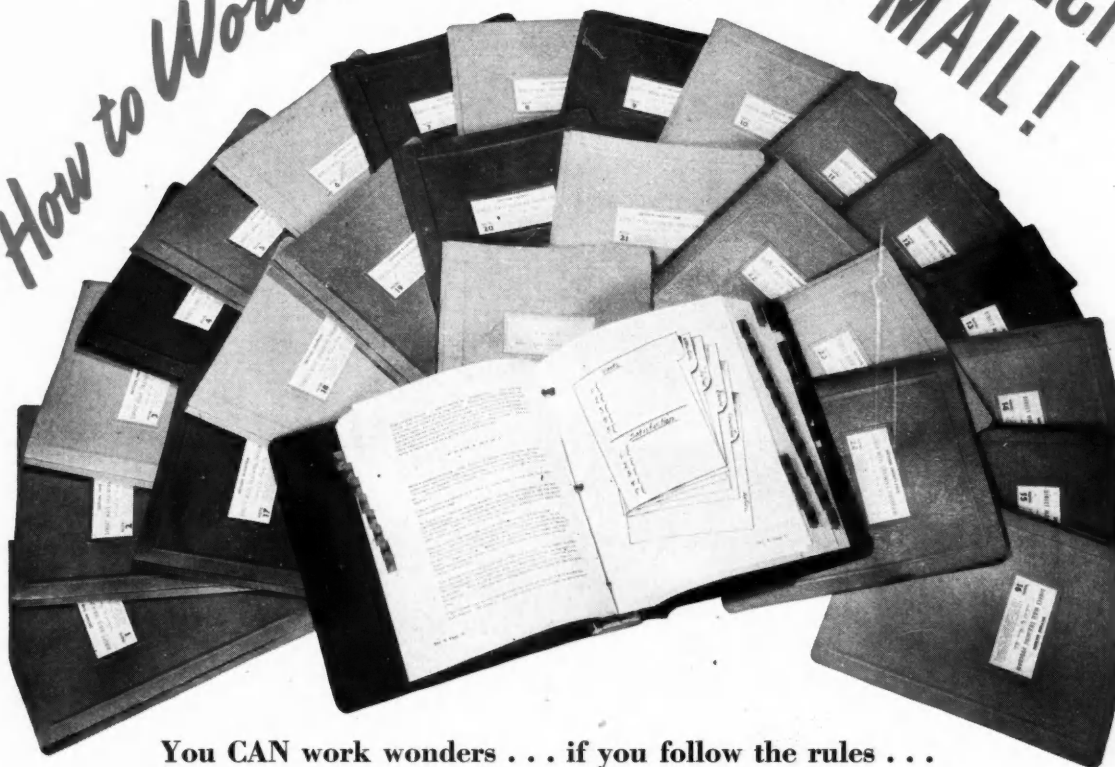
► **FROM PENNIES** to half dollars. In the May REPORTER we commented on a mailing which had two pennies glued on. We received a letter recently from Schneidereith & Sons, 206-210 South Sharp Street, Baltimore 1, Maryland which had a shiny new Ben Franklin fifty cent piece attached. Letter begins . . . "All of us respond to something new and bright . . ." Then explains that Franklin was a famous printer as well as a great statesman. An effective, well-thought-out letter.



► **THE REPORTER** has done considerable crabbng about letterheads . . . and we have often reminisced about the beautiful work produced before the war in Europe.

Just recently we had the opportunity of inspecting samples of letterheads and other Direct Mail pieces created by a European designer now in America. The name is William Metzger, at 331 Madison Avenue, New York 17, N. Y. He was one of the top designers in Europe and is now turning out beautiful work for some of the best known companies in the United States.

# *How to Work Wonders with...* **DIRECT MAIL!**



You CAN work wonders . . . if you follow the rules . . .

*This Training Program will show you how!*

Direct Mail is a BIG subject. It has many angles. Many pitfalls. Lack of experience and know-how can lead to a tremendous waste of money. Waste of effort, too.

But Direct Mail can be made simple. The experiences of the past twenty-five years can be coordinated *step-by-step* . . . to give the user of the mail an effective, money-saving and money-making working guide. One complete package . . . to give your direct mail the extra punch, the right direction, more powerful results.

Henry Hoke, Editor of The Reporter of Direct Mail Advertising, has created such a guide. A year-long training program . . . by mail. It is bunkless . . . and down-to-earth. It promises no sensational revelations . . . just plain understandable explanation of all the facts and theories about Direct Mail in an orderly sequence.

Every two weeks, the "students" (now in 28 states, plus Canada, England and Hawaii) receive one complete section in a temporary binder. Sections can be studied by any number of persons within any organization. Material is then transferred to sturdy, permanent binder (furnished)

. . . which, when completed with final index, becomes a complete 800 page encyclopedia of Direct Mail. Every conceivable phase is covered . . . from basic fundamentals to copy and production techniques for all types of mail promotion.

The program is under personal direction of Henry Hoke. He conducts examinations by mail and personally criticizes the work of each enrollee.

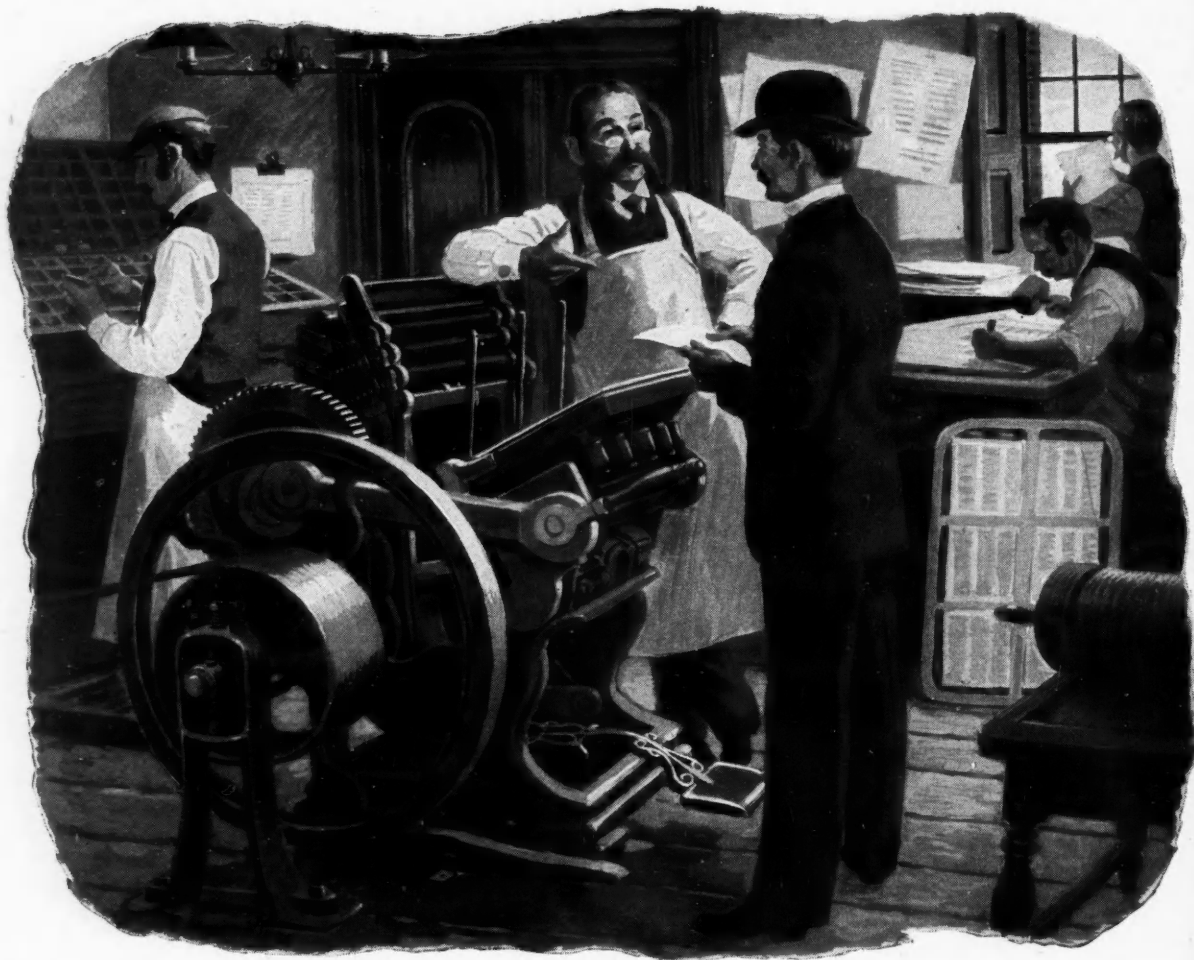
First group of "students" started in February of 1948. Already . . . unsolicited reports are coming in of improvements in Direct Mail technique . . . of *actual savings* of much more than the fee involved.

The fee for the entire year's program is \$115 cash in advance . . . or a partial payment of \$25 down, plus \$10 per month for 12 months.

If you are seriously interested in improving your Direct Mail operations or in training "junior" assistants . . . write today for application form. New groups are being started every two weeks.

GRAPHIC BOOKS, Inc. • 708 Ring Building, Washington 6, D. C. (or 17 East 42d St., New York 17, N. Y.)

AMERICA HAS COME A LONG WAY IN THE PAST FIFTY YEARS



"... and with this equipment, I can deliver the best job in town!"

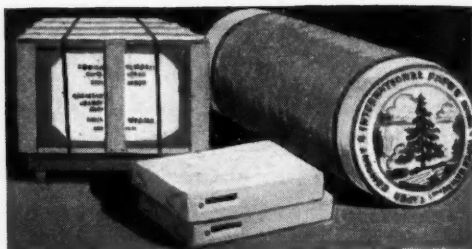
Of course, his press probably had to be hand-fed, a single sheet of paper at a time. He probably set his type from handwritten copy. And more than likely he scrubbed his hands when the printing was finished, and did any necessary folding and assembling himself. During the 90's, this was "modern" printing procedure!

Today—just a short fifty years later—the printer's lot is a very different one. All his equipment is streamlined for speed and efficiency. There's exactly the right paper for every process, every purpose. He can even feed huge rolls of it into his 4-color press which prints, cuts, folds and binds—all in one operation!

And who benefits from this progress?

The millions of people who read for instruction and for pleasure. The millions who are

better educated than their parents and grandparents. The millions of socially alert, politically informed Americans who are living a good life today—insuring a better one tomorrow. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



INTERNATIONAL PAPERS

*For Printing and Converting*





